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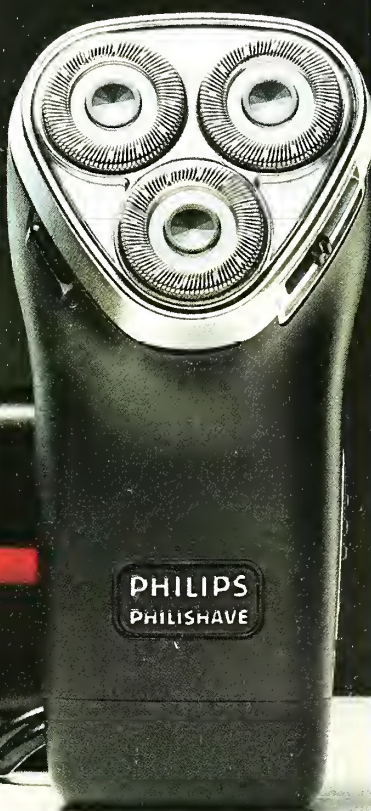
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CHEMIST & DRUGGIST

Incorporating Retail Chemist

14 April 1979

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14 April 1979

COMMENT

Honest David

You can fool some chemist contractors some of the time—but none of the contractors all of the time. That should be obvious, but all too often political leaders seem afraid to put the facts of life squarely before those they represent.

Full marks, therefore, to Pharmaceutical Services Negotiating Committee chairman, David Sharpe, for spelling out to Buckinghamshire contractors—partly on and partly off the "record"—what may be hoped for when the panel of remuneration eventually reports (p507).

Frankness clearly paid off among the 60 or so contractors who met at Aston Clinton, because there was considerable support for the negotiating team as a result of Mr Sharpe's talk. Certainly there were the usual calls for "a professional negotiator", but no one was prepared to answer the PSNC chairman's challenge to define the qualities and qualifications such a person should possess. Indeed, reluctance was expressed about following any "Joe Gormley" should one be appointed—a feeling neatly summed up by Mr Butler of Berkshire LPC who would prefer to "go to war", if that became necessary, behind the present team.

If the "professionals" are in fact to be emulated, then note must be taken of the one thing they always make clear to their members, and that is their "negotiating position" (what they keep to themselves is their "fall back" position). We are sure that all pharmaceutical organisations would fare better in the eyes of their electorates if they bore that in mind and put their activities—and their difficulties—more clearly before those who will either benefit from, or have to face the consequences of their decisions.

An alternative

A C&D contributor last week argued that NHS contractors have only one sanction open to them—withdrawal from the contract—and he outlined a plan under which prescriptions would be treated as "private" and receipts issued to allow the patient to reclaim the cost from the DHSS. The public would be forewarned, and given the reasons for the action, through an advertising campaign funded by contractors themselves.

Perhaps our contributor's crystal ball was slightly misty, because it is the doctors' representatives who have come up with a "private" plan and ensured that the public became aware, through Press reports, that they had a viable and (to some) attractive alternative to offer should they be forced to resign from their own contract.

The doctors would provide "unlimited" service for £16 a year per patient, or alternatively there could be differential payments for adults, children and pensioners, or a fee per consultation. But significantly, the plan assumes that the NHS would continue to meet its prescription obligations—which may be a rather arrogant assumption so far as chemists are concerned!

Clearly the doctors' private scheme is a ploy in their negotiations with the DHSS, one which they probably do not expect to be forced to activate, but by its very existence it demonstrates to doctors that their leaders are one move ahead in the battle. Has PSNC such an alternative ready? If so, perhaps it should be waved under the noses of the Department and the next government alongside the doctors' scheme.

Chemist & Druggist

Tim Astill badly hurt in attack

Mr Tim Astill, deputy secretary of the National Pharmaceutical Association, was the victim of a "mugging" attack in Glasgow last Wednesday evening (April 4.) The incident occurred a short distance from the Royal Stuart Hotel at which he had been a speaker at one of the joint NPA/Revlon meetings for members. Despite the spirited resistance put up by Mr Astill against his two assailants, who were armed with an iron bar, he sustained a fractured jaw, a broken foot and multiple bruising. The injuries were later treated at the Mount Vernon Hospital, Middlesex and St. Albans City Hospital. The attackers escaped empty-handed. Because of the wiring of his jaw and the leg plaster, Mr Astill regrettably has had to cancel outside engagements for the next few weeks.

PSNC calls on PM for action

There must be positive action by government to halt the decline on the pharmaceutical service and to give pharmacists a more equitable system of remuneration, Mr David Sharpe, chairman of the Pharmaceutical Services Negotiating Committee, told the Prime Minister, Mr Callaghan, in a letter last week. Mr Sharpe complained about the delays in setting up the panel and stressed that many pharmacists were being prompted to question the Labour Party's attitude to chemists' remuneration.

The letter asks for a quick reply on

Labour policy so that it can be published to contractors before the election.

□ Mr Sharpe was host at a dinner in London last week to representatives of the medical professions. They included: Dr Keeble-Elliott, chairman of the General Medical Services Committee, Mr Michael Lowe, secretary of the GMS, Mr G. L. Daley, chairman of the British Dental Association, and Mr R. B. Allen, secretary of the BDA.

Labour will extend Price Commission

The Labour Party will give the Price Commission new powers, not merely to freeze prices of a whole range of goods but where appropriate to reduce them. Mr James Callaghan, the Prime Minister, said at a Press conference on Monday to introduce the manifesto. Price Commission functions will also be combined with the Monopolies and Mergers Commission "to ensure that consumers are not exploited by monopoly producers or unfair practices".

The manifesto does not include a commitment to nationalise the drug industry although the work and finance of the National Enterprise Board will be expanded "using public ownership to sustain and create new jobs". Planning agreements will be concluded with the major industrial companies to ensure private industry plays its full part in the drive for prosperity and full employment.

Labour reaffirms its aim to abolish all

charges in the National Health Service. The party will devote a higher proportion of the nation's wealth to the health service, says the manifesto. The health priorities include a renewed shift from hospital treatment care to care in the community through family doctors and health centres and a comprehensive family planning service within the National Health Service.

Tory pledge

The Conservative Party has issued a statement on pharmacy as requested by the Pharmaceutical Services Negotiating Committee. Dr Gerard Vaughan, an Opposition spokesman on Social Services (Health) says a Conservative Government would set up the assessment panel urgently, and would consider very carefully and sympathetically its recommendations.

"The local pharmacy is of great importance to the community. We have been dismayed at the decline in the number of local pharmacists in recent years, and the effect this has had on the services available to the public. We have consistently urged the Government to do more to help retain local pharmacies. The pharmacist is an important member of the primary health care team; he is also a small businessman, who has had to face grave difficulties under a Socialist Government."

Award to Nottingham pharmacist

The 22nd Evans Medal was presented last week to Mr W. G. (Walter) Smith, FPS, area pharmaceutical officer, Nottingham Teaching Area Health Authority, at the Guild of Hospital Pharmacists weekend school at Liverpool University. Mr W. G. (Bill) Capper, general manager, Evans Medical Ltd, presented the medal which is awarded annually on the Guild's recommendation for services to hospital pharmacy.

Mr Smith, who is a member of the Nottingham and District Pharmaceutical Society branch committee, was president of the Guild in 1970-71. He endeavours to foster close relations between Nottingham University's pharmacy department and the hospital service and he was elected a member of the Association of Teaching Hospital Pharmacists in 1971.

During the past 17 years he has developed and organised the pharmaceutical services at Nottingham General Hospital.

Masker warning

The Pharmaceutical Services Negotiating Committee has warned pharmacists that the "Edinburgh masker", understood to be receiving wide publicity on television and in the national Press as a treatment for stuttering, is not included in part vi of the Drug Tariff. The processing division of Prescription Pricing Authority has no authority to certify payment for the item against orders on Form FP10.

Mr Walter Smith (right) receives the Evans Medal from Mr W. G. Capper



Helena Rubinstein to be taken over again

Dr Yoshio Maruta, president of Kao Soap Co Ltd, and Mr Keith Crane, president and chief executive officer of Colgate-Palmolive Co, have announced that an agreement in principle has been reached under which Kao will purchase all of Colgate's interest in Helena Rubinstein Inc and all its affiliated operations for \$75 million, payable over a period of four years.

Helena Rubinstein was acquired under the "pooling of interest" accounting method and the selling price would be approximately equal to the current market price of the stock issued for the company in 1973. Under the present provisions of the letter of intent there would be no book loss to Colgate.

Dr Maruta states that is the intention of Kao to maintain Rubinstein's headquarters in New York. He also announced that Mr F. Purches would be the chief executive officer of the company. Mr Purches was formerly vice-president of Rubinstein US operations.

New photocode has weakness!

The new photographic code of practice (C&D last week, p450) has one specific weakness, said Mr Gordon Borrie, director general of fair trading, in launching the code to the public on Tuesday. While welcoming the code and hoping it would result in a "better deal" for consumers, Mr Borrie added this proviso: "I am somewhat disappointed that the code is

not more forthright about the payment of compensation by processors and retailers if a customer's films are lost or damaged. I recognise that under the code processors may tell consumers what is reasonable compensation. However it is important that any customer who is unhappy with compensation offered or who is referred to a notice limiting liability for loss or damage should not be put off and should seek legal advice about whether to take the matter to court or arbitration. In practice, I expect that the advent of the code will herald the end of unreasonable disclaimers and when I review the working of the code, I shall pay particular attention to confirming that processors and retailers have been treating their customers fairly."

Mr Borrie said later that he would have preferred that on compensation the code had said simply that the trade would "not seek to restrict its legal liabilities," as was written into the undertakings of the professional photographer. One questioner drew attention to a disclaimer on a film packet purchased this week—a disclaimer which Mr Borrie pointed out had been a criminal offence for the past two years.

February sales

The index number for chemists and photographic dealers' sales in February was 236 (1971=100) an increase of 10 per cent on the previous year. Retailers generally increased by 12 per cent to 251. The index for independent chemists and

photographic dealers was 188, up 16 per cent, and for all independents, 216, an increase of 11 per cent. National Health Service receipts are excluded.

Advertising holds prices down

Advertised brands do not rise as rapidly in price as other products, concludes a report published by the Advertising Association this week. "Advertising and Price" by Dr Duncan Reekie, lecturer in business economics at Edinburgh University, compares changes in price of 65 branded foods with changes in the retail price index for food. The research shows that in 1978 the RPI was four times its 1964 level, but the price of the heavily-advertised brands was only a little over three times the 1964 figure.

Dr Reekie claims that advertising lowers not only manufacturers' costs but also retailers' costs, due to increases in turnover rate plus product recognition.

He says: "Advertised brands not only come under increased competitive pressure through improved product identification, but also bring pressure to bear on the prices of private brands of non-advertised goods of the same type. This creates a price ceiling for non-advertised brands above which they cannot go, and on widely recognised and advertised products encourages the retailer to advertise heavily in his local media to indicate that his store is the cheapest for housewives, irrespective of their particular mix".

He advises the cost-conscious housewife looking for value for money that the place of shopping is more important than what is bought. She can save significantly more by changing shop, rather than changing brand.

Of own-brand goods he says: "Private brands lower the retailer's costs by having a faster stock turnover, but this is only true in established product groups. Where quality or variety is changing, the reverse is the case. Private brands have an important role to play in the competitive process, but that role is essentially one of simple price competition. They are at best imitators of yesterday's successes, with only a negligible competitive function in the areas of quality, service or innovative rivalry. Do we want yesterday's products more cheaply, or tomorrow's products today?" he asks. The report is available (£8) from the publications department, Advertising Association, Abford House, 15 Wilton Road, London, SW1V 1NJ.

New advertising code

A new (sixth) edition of the British Code of Advertising Practice was published this week. The organisation and content has changed and more emphasis is given on what the Advertising Standards Authority means by "clear, fair, honest and truthful". Copies are available from ASA Ltd, Broadwater, Torrington Place, London WC1N 3AF.



SKF—Unichem RPM action delayed

Injunction proceedings by Smith, Kline & French Laboratories Ltd against Unichem Ltd over alleged breach of a resale price maintenance agreement were mentioned in the High Court on Tuesday and adjourned to a date to be fixed.

Mr Anthony Walton QC, said SKF were seeking an interim order to restrain breaches of an RPM agreement for pharmaceuticals. He told Mr Justice Slade that RPM was unlawful unless exempted in the public interest. The agreement with Unichem had been exempted. A date for hearing the interim proceedings would be sought not before May 14, said counsel.

SKF are seeking to restrain Unichem acting in breach of an agreement dated November 7, 1978, by granting additional rebates, repayments or discounts in respect of the resale of goods purchased by Unichem from SKF pursuant to the agreement.

CSM wants reports on two drugs

The Committee on Safety of Medicines is anxious that any adverse reactions to diflunisal are promptly reported.

The committee has received seven reports of erythema multiforme in patients taking the drug, three mild but four of which were severe cases of the Stevens-

Johnson syndrome needing corticosteroid treatment.

The CSM's latest *Current Problems* leaflet also asks for vigilance on nifedipine as there have been a number of reports of increased angina and myocardial infarction in patients being treated with the drug. The *Current Problems* series is intended to draw attention to matters either insufficiently urgent to justify a full warning in the *Adverse Reactions* series or on which further evidence is needed.

Tranquilliser link with road accidents

Drivers taking minor tranquillisers should be warned that they are at special risk of having road accidents, according to an article in last week's *British Medical Journal*.

Prescriptions issued for 43,117 people over two years were linked with records of hospital admissions and deaths. For 57 people injured or killed while driving cars, motor-cycles or bicycles, the medicines dispensed in the three previous months were compared with those dispensed for 1,425 matched controls. There was a highly significant association between use of minor tranquillisers and the risk of a serious road accident, and a statistically significant association be-

tween antihistamines and motorcycle accidents.

However the authors, Dr D. C. G. Skegg, Dr S. M. Richards and Sir Richard Doll, University of Oxford, point out that their study did not distinguish whether the increased risk was due to the effects of the tranquillisers or to the diseases being treated.

FIP in Brighton

The 1979 FIP congress is to be held in Brighton from September 3-7. The theme of the 39th Congress will be "Towards better safety of drugs and pharmaceutical products" and will include sessions on testing, individualised treatment, metabolism, and drug delivery. Sectional programmes will include "Patient adherence to drug regimens" for hospital and general practice pharmacists. For accompanying persons there will be a series of excursions.

Application forms and further details are available from FIP Congress 1979, 11 Alexanderstraat, 2514JL The Hague, the Netherlands. The secretary of the UK hospitality and advisory committee is S. C. Jolly, Pharmaceutical Society headquarters.

Biotechnology study

A working party has been set up to review British industrial developments in biotechnology, which is defined as industrial activity based on a biological organism, process or system.

The working party has been set up jointly by the Advisory Council for Applied Research and Development, the Advisory Board for the Research Councils and the Royal Society. The chairman is Dr A. Spinks, formerly research director, Imperial Chemical Industries Ltd, and deputy chairman Sir William Henderson, chairman of the Genetic Manipulation Advisory Group and formerly secretary of the Agricultural Research Council. Other members include Mr A. E. Bide, chairman, Glaxo Holdings Ltd, and Sir Arnold Burgen, director, National Institute for Medical Research.

Chloroform Order

The sale or supply of medicinal products containing chloroform at a greater level than 0.5 per cent will be restricted from March 28, 1980. The Order (Medicines (Chloroform Prohibition) Order 1979 SI 1979: 382) allows the sale of products already on the retail market at that time to be sold until March 28, 1981. Exemptions are permitted in certain circumstances including its use as an anaesthetic.

De Witt recall

For technical reasons, De Witt's throat lozenges, batch number 781151, should be set aside by stockists for collection by representatives or for return to wholesalers. This recall will only affect stocks received during February and March.



How to live dangerously at 78! Monsieur Paul Bessac was the eldest competitor in the Pharmacists' World Cup ski championships held in Val d'Isère, France, last week. Monsieur Bessac, who qualified in 1929, still works full time in his rural pharmacy in the Ardennes. Although not winning any prizes last week, for three years he has been first in the French Ski Club's super-veteran (over 70s) competitions. Another of his hobbies is fencing and in 1925 he played football for the team which won the French Cup.

Over 70 pharmacists from six countries took part, half of them French and a quarter German, with the result that the French and Germans won most of the prizes. None of the competitors was British but next year, when the event is held in Garmisch-Partenkirchen, Germany, March 22-29, the organisers are hoping British pharmacists will turn up in force. Details from Madame Dominique Lecaillon, 3 Impasse du Levant, 51100 Reims, France

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Mr David Mitchell, chairman of the Conservative Small Business Bureau led a delegation to Rome this week to launch the European Medium and Small Business Union (EMSU). The major objective of EMSU is to present a common approach to the problems of small businesses throughout Western Europe. This will be done by pressure groups within the centre-right parties, and at European Parliamentary level.

News in brief

□ Chemists and appliance suppliers in Northern Ireland in January dispensed 1,534,176 prescriptions (680,095 forms) at a gross cost of £2,705,273 representing an average cost of £2.43 per prescription.

□ Supplement number 4 to the Approved Names 1977, effective April 1, has been published. Copies can be obtained from the secretary and scientific director, British Pharmacopoeia Commission, 8 Bulstrode Street, London W1.

□ A new magazine, "Trends in pharmacological sciences", is to be launched in May by Elsevier/North-Holland Biomedical Press BV, PO Box 1527, 1000 BM Amsterdam, The Netherlands. Regular monthly publication is due to start in October.

□ A major national conference devoted to occupational safety is planned to take place in London, April 22-24, 1980. It will be sponsored jointly by the Health and Safety Executive, the British Safety Council, the Royal Society for the Prevention of Accidents and the Institute of Industrial Safety Officers.

□ A new Department of Health notice, FPN 217, is being circulated to pharmacist contractors. It extends the professional fee for contractors who have to pay a return visit to a patient's home to remedy an oxygen set not working correctly, and announces that the grant for training pre-registration graduates will remain at £1,100 for the year starting June 1, 1979.

by Xrayser

Well done

I have had a very nice letter forwarded to me from Mr G. Edwards, MPS, of Norwich, agreeing regretfully with most of my sour comments on the pathetic HEC campaign to educate the public about medicines. However, he felt the effort not entirely a waste of time, since he knows of chemists in his area distributing the pamphlets—and has actually seen advertisements in women's magazines. In fairness, I am myself still giving out pamphlets, working on the principle that anything, however poor, which draws attention to the need for caution with drugs, is better than nothing.

But Mr Edwards, writing in his capacity as Press officer for the Norwich and District Branch of the Society, continues by saying that not only did he and his branch agree that the real answer lay in educating the public via the young, but that they had already anticipated my suggestion with a very full programme begun in the autumn of 1978. I understand that his letter is being published in this week's C&D (p508). Please read it, for it shows what can be done by pharmacists when they set out to do a worthwhile job. It is really impressive—perhaps your branch (and mine) should take a look at what they are doing?

One sanction

Knowing my views, you cannot doubt that I found the contributed article on sanctions last week right up my street, for it put into words the misgivings many of us have. No sanctions make us feel happy, for no matter how we try to dodge the point, they all look as though they would hurt us and our customers instead of the DHSS. I think, on balance, that if we were asked to withdraw from the contract, I would be ready to do so if the conditions suggested were really worked out.

I imagine the PSNC must have ideas on the matter, but what tickled me was the suggestion that the wholesalers (who after all are as deeply concerned as we) might be carried into joint action on our behalf. The idea that non-withdrawers would be allocated only their usual monthly supplies so that they could not make their fast bucks at the expense of the rest of us is delicious. I dare say that the knowledge that the wholesalers were prepared to stand by us would help decide quite a few of our fence-sitters to come down off their perches as well. How about it, Mr Mulholland, Mr Dodd, Messrs Sangers, Vestric, etc, not forgetting Follidays and all our loyal friends?

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A soap-free cleansing bar for dry skin, and to complement Aveeno Oiled bath therapy.

Aveeno Oiled Sachets

For bathing large dry skin areas, providing soothing relief from inflamed, itching dry skin conditions.

Acnaveen

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Big advertising

- * Heinz advertising runs constantly in women's magazines and specialist mother publications and it's on now!

Largest range

- * Heinz offer the largest range of baby foods in cans, jars, and the new minican.

Continuing promotions

- * Heinz offer the biggest programme of baby food trade and consumer promotions across the whole range.

**Independent Audit*



Heinz pure food for babies.

'Overpayment' warning to contractors

Chemist contractors in England and Wales have received a considerable balance sheet "over payment" accumulated since 1975, which will have to be taken into account when the panel reports on disputed aspects of remuneration. That warning was given to a meeting of Buckinghamshire contractors on Sunday by Mr David Sharpe, chairman of the Pharmaceutical Services Negotiating Committee, who added that the continuing overpayment accruing for 1979 would add to the problem—and Scottish pharmacists had already been subjected to a cut.

However, PSNC has claims with the Department of Health which exceed the overpayments, and Mr Sharpe told a questioner at the end of his address that dentists provided a precedent for having the "debt" wiped out. The overpayments arose because no balance sheet had been agreed between PSNC and the DHSS since 1975—and because the pharmaceutical services were underfunded.

Unichem factors

Mr Sharpe realised that everyone was questioning why the panel has not yet started its work. The latest reason for delay was non-receipt of a letter by the Law Society (*C&D* April 7, p448), but even if the panel met for the first time in May Mr Sharpe did not know whether it could complete its task within three months. The amount of evidence being submitted by the DHSS was unknown, and both sides would be able to criticise that of the other; the panel might wish to take oral evidence and perhaps might allow cross examination, and the panel members were themselves busy in their professional capacities and had to find time to understand a contract with which even contractors had difficulty.

Mr Sharpe agreed that the contract was disliked, yet it had been accepted 15 years ago with enthusiasm. But would a new contract bring more money? Chemists would be very naive, Mr Sharpe suggested, if they believed that the day after a new contract was signed everyone's remuneration would be doubled.

The current plan for a new contract would provide more precise assessment of overheads. However, the DHSS could not negotiate with every individual chemist and while there was an averaging system there would always be those at or below the average—two-thirds of the contractors—who would be dissatisfied. But before pharmacy could get an "individualised" contract there must be rational location of pharmacies so that basic practice allowance and inducement allowances could be paid. Rational location was the most difficult thing to get off the ground, since the company chemists and Co-operatives did not agree

with the general view, but Mr Sharpe believed that if the profession did not go forward united on the issue it would go backwards.

Mr Sharpe reported that the Conservative Party was firmly committed to the continuation of the panel but, like the Labour Party, it would not commit itself to accepting the findings until in government. Fortunately the issue had remained non-political and continued to have all-party support: "If the panel find for us, strong political pressure can be brought to bear on the party in power". However, Mr Sharpe warned that one of the worst things the profession could do would be to indulge in sanctions before the panel reported as that would immediately result in the loss of Conservative support.

On discounting of "ethicals", Mr Sharpe said he had been asked many times to say that contractors shouldn't take the discounts. However he could not do so while there was the likelihood that a DHSS inquiry would result in deduction of an average discount from all contractors—including those who had not been taking it.

Turning to a question now before the Council of the Pharmaceutical Society—of which he is vice-president—Mr Sharpe said that regulations were in preparation under Section 66 of the Medicines Act concerning the size and facilities of the dispensary and waiting area. Council had prepared proposals to put to the DHSS and the general principles would be agreed by all pharmacists. There were problems, however, some resulting from requirements laid down in the Orange Guide to Good Manufacturing Practice which already covered industry and hospital pharmacy—and there could not be two standards for dispensing.

Profession let down

Commenting on points which would come up, Mr Sharpe found it tragic that it should be necessary to include a provision that a dispensary must have adequate supply of hot and cold running water—yet 400 pharmacy dispensaries had no running water. "How can we raise the status of the profession when a percentage of members is letting it down?" asked Mr Sharpe. Again, as in the Orange Guide, eating and drinking would not be allowed within the dispensing area—even though the pharmacist was supposed to be in a position always to supervise both dispensing and the shop. It seemed impossible to write regulations that would permit a cup of tea but prevent abuses—yet there was a good chance such regulations would be written. Another proposal was that all persons engaged in dispensing would not only observe personal cleanliness but also

wear protective clothing (as in industry). But that was not necessarily right for general practice—pharmacists might wear a suit for example—and Council was proposing that the regulations should only insist that where protective clothing was worn it should be regularly and frequently laundered.

Answering questions later concerning the need for a "professional negotiator" Mr Sharpe said: "You make me a professional negotiator by ensuring that when I say 'out' you come out". He would not compromise the profession, however, and could not lead it where it did not want to go. Considerable support for the PSNC leadership came from members of the audience, who agreed that even if pharmacy had a "Joe Gormley" the profession would not stand behind him.

Asked about the level of publicity since the departure of Maureen Tomison from the Society, Mr Sharpe pointed out that many recent Parliamentary questions concerning pharmacy had in fact been prompted by PSNC consultants. But, he added, "you cannot sell good news to the public"—that could only be done by paying for advertising as had been done by the Law Society at a cost of around £10 per member.

Script pricing: some basics

Some down-to-earth advice concerning the submission and pricing of NHS prescriptions was given to Sunday's contractors meeting by Miss S. F. Mallinson, divisional administrator of the processing division at Durham. Miss Mallinson said that her office processed some 14 million prescriptions a year with surprising few problems. However, the speaker enumerated some points which chemists should bear in mind:—

Postage. An increasing number of bundles—about 20 a month—had broken open on arrival and of these about five had fewer forms than declared. In one recent case only half the forms were received by the processing bureau and the Post Office returned some loose forms to the prescribing doctors—usually they went either to the bureau or to the chemist. The best advice was to put a strong tape or string around each bundle before packing the parcel.

Prescriptions omitted from the bundle. Should be sent on by first class mail and would be included with the current month's payment if possible.

Tracing prescriptions. Not too difficult if the chemist knows the doctor, the approximate date of dispensing, and whether a charge has been paid by the patient. The bureau always rings back with the answer to ensure it is the chemist making the inquiry. However, Miss Mallinson asked that this facility should not be abused—it had taken five girls a day to find one prescription for a chemist in a very large bundle, and next day she had asked for another! The speaker emphasised that the bureau could not

Continued on p. 11

Norfolk campaign

I read with interest Xrayser's "Lighten their darkness," (March 17, p337) about the Respect for Medicines campaign. Whilst I (regretfully) agree with most of the comments, I cannot agree that it has been an entire waste of time. I know of many pharmacists giving out leaflets and I have seen a few adverts in women's magazines.

I think he is right in stating that the real answer lies in educating the public about medicines.

Perhaps I can put you in the picture about what has been going on in Norfolk. Under the auspices of the area health authority, a very enlightened area pharmaceutical officer, the co-operation of the professions and the local authorities, we have formed a working party which has been conducting a Norfolk campaign. We have met regularly since autumn 1978, and about 20 people are involved.

Besides the national campaign, we are repeating, in April, our contribution. As a member of the working party, I can say how much work is being put into the Norfolk campaigns. We are holding a schools' competition and poster/picture campaign; adult poster campaign in chemists and other public buildings; an unwanted medicines collection campaign and a stand at the Royal Norfolk Show in June. Quite a good effort, I think. We have also lectured to selected organisations.

The final point I would like to make is related to Xrayser's final sentence—education programmes should be continued in schools. It was to this end that between February and the end of March we held a schools' campaign. Besides a poster/picture competition for the children, each Norfolk school was issued with a teaching pack for the teachers. This was full of facts about medicines and how to respect them. A start, I hope, in the right direction on educating children!

G. Edwards

Norwich Branch Pharmaceutical Society

Sanctions

I would like to congratulate the author of "Have contractors only one sanctions option?" (last week, p454). I agree with all that has been written. However I cannot understand the position that would arise if PSNC told the DHSS that no contract would exist after a certain date. The PSNC would insist that prescriptions sent in for pricing after a certain date would not be paid for even if dispensed, and that would take care of any individual or company trying to take advantage of the "no contract exists" terms.

Have the PSNC got this power and if not why not? They are elected by us to represent all retail pharmacists and if they fail to negotiate with the DHSS then the contract should be made void.

say from January 1980. If this is thought to be undemocratic—and it is argued in this county that chemists could hold the country to ransom—then should our demands be too great the government could always take us to arbitration, plead their case and sit and wait until a panel is elected to arbitrate!

Seriously I would like to know if the PSNC have the powers I quote, and if not why not?

Max Wigley

Cardiff

Medic-Alert

I am prompted by your report on SOS Talisman to remind C&D readers of the existence of the Medic-Alert Foundation, an entirely non-profit-making organisation which provides a year-round, 24-hour protection service for those at risk because of allergies or other conditions which are not apparent when the sufferer is unable to speak for himself.

The "message" conveyed by the Medic-Alert emblem is not camouflaged as a piece of costume jewellery, but is at once obvious to anyone seeing the internationally-known medical logo.

E. W. Morley

Southsea, Hants

Details may be obtained from the Medic-Alert Foundation, 9 Hanover Street, London W1R 9HF—Editor.

Unhygienic

The recent mention in the trade Press of the last Andrex consumer promotion caused me to question the integrity of what I had always assumed to be a reputable Corporation—Bowater, Scott.

May I repeat the observation that I made to my local nursery school a few years ago: Please remember the location and circumstances when the toilet paper roll was finished—immediately before a child will play with it. Needless to say, the school now only uses kitchen roll tubes.

Michael E. Fagan

Bengeo, Herts

Revlon relief!

What a lot of fuss over Revlon! To answer their Mr Scanlan, I would say we took our decision a long while ago on selling cosmetics properly, which resulted in Revlon being kicked out (as they have been in lots of other places).

The problems which led to the NPA/Revlon meeting will not go away, so the best advice to Mr Caplan is to stop banging heads, etc, and begin to enjoy the relief I now feel.

C. R. Legg

Dorchester

It is with some sadness that the time has now come for me to cease to subscribe to your most excellent journal. I have read it now for some 50 years, possibly more. I have found the C&D Price List most useful, especially the cross references to generic names. Long may it continue.

Bucks LPC

Script pricing

Continued from p507

holding up chemists' payments and had no special staff for this service.

Incorrect endorsements. A lot of forms are unsigned by the doctors and there is no alternative but to return them. Endorsed scripts were usually returned when the endorsement was not what would be expected, but overall less than 1 per cent of prescriptions were returned. Pricers had a manual to follow fairly rigidly because they could not be allowed to make their own decision. In general scripts endorsed PC were allowed through. In the case of a very expensive form an attempt was made to avoid delay in payment by telephoning the chemist, but that was not possible for every prescription. Endorsed prices for appliances, etc, were accepted if reasonable, but not if two or three times the normal. The bureau had in the past kept a note of such prices, but now that they could "rocket" in a month it was essential to endorse each time. Many "S4" scripts were sent back because they were incomplete.

Disallowances. It pays to check that appliances and reagents are included in the Drug Tariff. There were still problems with dental forms—Fluor-a-day was allowed on FP10 but not on FP14. Oxygen mask types should be endorsed. Miss Mallinson added that sometimes bundles were held up so that the chemist could return forms in time for the current month's payment—she told a later questioner that certification for payment was by the fifteenth of the month, if possible. (She apologised for the delay in December prescriptions due to snow and floods preventing staff getting to work.) When an item was disallowed the chemist would be paid for the other items on the form (the bureau keeps a photocopy), but on an ordinary reference back form nothing is paid for until it is resubmitted.

Staff. Several members of the bureau staff could price 3,000 prescriptions a day and one up to 5,000. They tried to spot forgeries (more difficult now that receptionists write prescriptions) and also to notice large quantities. Miss Mallinson spoke of the difficulty of getting good staff. They had 400 replies to an advertisement in February and gave 300 applicants a two-hour test, but had found it difficult to get 19 good enough at basic arithmetic, etc, to be employed. Even then, 20 per cent would fail to make the grade in training, and for six months all their work would be checked.

Finally Miss Mallinson invited contractors to call and see the bureau in operation if possible. "I think it would open your eyes". Answering questions she advised chemists who received invoices from wholesalers very late to endorse prescriptions with the amount they expected to pay and to send on the invoice later. Prescriptions were kept for six months and then sent for shredding as confidential waste.

Now: together: a unique ostomy system and the best in skin care

SURGICARE System2

Trademark

Surgicare™ System 2
saves the daily trauma
of peeling off adhesive
bags often resulting in
irritation, soreness
and discomfort.

The Stomahesive™ with
Flange can be left on
the skin undisturbed
for several days whilst
pouches are replaced as
often as necessary...
so simply.

Kinder to the skin

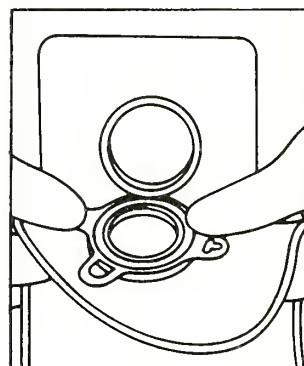
Stomahesive™ with Flange
may be used by patients
who have experienced
sensitivity reactions when
using ordinary adhesives
and karaya or where
perspiration under
the adhesive is a regular
source of irritation
and discomfort

Unequalled comfort

The Stomahesive™ base
will mould to irregular
contours of the skin and
is so easy to apply
without wrinkling.
Comfort is derived not
only from the feel of
Stomahesive™
against the skin
but from the confidence
that the appliance
will be secure
and leak free
irrespective of
the condition
of the skin.

Avoids adhesive trauma

With the Stomahesive™
flange remaining
undisturbed, pouches may be
removed and replaced as
necessary.



The colostomist,
for example, may change
pouches several times a day
without the need to
disturb the Stomahesive™
base and its flange.



Please send me your illustrated brochure on Surgicare™ System 2 No stamp required BLOCK CAPITALS
Address your envelope to Squibb Surgicare Limited, Freeport TK 245, Twickenham TW1 1BR
Name _____ Address _____

Squibb Surgicare Limited Regal House Twickenham TW1 3QT Telephone 01-892 0164

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PHILIPS



Our TV campaign will take the leg-work out of selling Ladyshave.

Ladyshave is back on TV from April 23rd. Because, having created the women's shaver market, we intend to continue to dominate it.

In a national campaign that will command six spots a week in every region. Using the highly-successful commercial which ran last year.

It will run for four weeks and over 80% of women will see it. That means big demand. Because your customers will insist on Ladyshave.

So get your order in now. Then whilst your customers put their feet down, you can put yours up.

Simply years ahead.



COUNTERPOINTS

Johnson & Johnson run a competition with Emu

Up to £20,000 worth of toys will be donated by Johnson & Johnson to Save the Children playgroups throughout the UK, as a result of the Johnson's baby products "Rod Hull and Emu" promotion, which is being run nationally from now until the end of June.

Last year, Johnson & Johnson ran a promotion in association with Save the Children which aimed to raise £20,000 to help vaccinate 30,000 children against polio, tuberculosis and other killer diseases. This promotion actually increased sales across the range by 17 per cent, says the company. This year's promotion is based on the consumer purchase of three Johnson's baby products, proof of which will be confirmed by sending in a completed leaflet to Johnson & Johnson, who, in turn, will donate £1 worth of toys to the "Emu appeal". Every consumer sending in a completed leaflet will receive a personal thank-you letter from Rod Hull and Emu. The toys will be chosen by the Save the Children Fund from the ranges of leading manufacturers Fisher Price and James Galt & Co.

Selected sizes of the product range will carry pre-priced stickers, featuring "Emu's £20,000 toys appeal". Rod Hull and Emu will appear on all the display and point-of-sale material.

In addition, the purchase of three Johnson's baby products entitles the customer to buy the only authorised



Emu hand puppet. Produced by the Denys Fisher Company, this puppet normally retails at £8, but via this promotion costs £4.99. The offer continues until next February. There will be discounts to the trade on orders of at least 50 per cent above normal, and selected sizes of the following Johnson's baby products will be featured in the promotion: baby powder, baby cream, baby lotion, baby oil, baby shampoo, cotton buds, baby-dry liners and baby bath.

Nearly £600,000 will be spent on advertising the products covered by the promotion from now until July, and "Emu's £20,000 toys appeal" will be featured in the baby Press, Woman, Woman's Realm, My Weekly, and The Sun. Johnson & Johnson, Slough, Berks.

Play people with Elastoplast

Packs of Elastoplast plasters and dressing strips are currently featuring a consumer offer of Play People doctors and nurses. These little people normally retail at over £0.60 each. Consumers can obtain either the doctor or nurse free for just two proofs of purchase and a 9p postage stamp. The offer is not dated and will run as long as outlets carry stocks of the flashed packs. Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.

Boost for Pin Up

Elida Gibbs are planning to step-up their advertising campaign for Pin Up. During 1979 they will be spending nearly £90,000—double the amount of money spent last year. Three new advertisements will appear in women's weekly and monthly magazines between now and Christmas. The new campaign aims to answer some of the questions that women ask about home perming and to show styles that can be achieved by using

Pin Up. Two of the three new advertisements show hairstyles suitable for young users and the third is aimed at a slightly older age group.

During April and May special price-mark packs of £0.93 and £0.67 will be on offer to coincide with the start of the advertising campaign. Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.

4711 news

Cologne Perfumery are adding a hand and body lotion to their 4711 range. It (150g £1.60) is in a plastic bottle with an "eye catching" ball cap. The company has also made 4711 ice cologne, with a hint of menthol, available in a larger bottle (30ml £1.45). For 4711 stockists there is a launch bonus of 12 for 10.

Customers looking for gifts might be attracted by the classic Molanus 4711 bottle presented in a golden wire basket (£1.49). These are supplied to the trade with a display unit at £11.04 per dozen. Cologne Perfumery Ltd, Telford Road, Basingstoke, Hants.

The good life for Polaroid

Richard Briers and Felicity Kendal (Tom and Barbara in the BBC Good Life series) will be showing viewers this spring and summer how easy it is to take pictures with the Polaroid 1000.

Each of the 30-second commercials shows Briers and Kendal taking pictures of each other, with Briers always telling his stage wife exactly what to do, and how easy it all is. The story is told "with simplicity, but a very English sense of humour which will immediately allow the public to identify with them and the typical domestic situations," according to Polaroid UK.

The commercials start this month and will be screened over the whole network until the end of June, the strategy being to get awareness in April ready for the main camera purchasing season in May and June. There will be a two week break at the beginning of May in the London, Southern and Lancashire regions which will be filled by a new commercial for Polaroid's Sonarautofocus cameras. The Briers and Kendal commercials will reach an estimated 90 per cent of adults at a rate of up to two average "opportunities to see" per week. A showcard featuring Richard Briers and displaying the model 1000 is available. Polaroid (UK) Ltd, St. Albans, Herts.

Rubinstein masques and sun tan range

Helena Rubinstein have added two masques to their Existence range of skin care products. There is an anti-wrinkle eye masque (25ml £10) and a facial masque (50ml £15), both are available in a duo kit (£22.50).

The company has also brought out a sun tan range called the Golden Beauty Melanin Suntan Acceleration Collection which comprises seven products. Helena Rubinstein Ltd, 76 Oxford Street, London W1A 1EN.

Money-off Vosene coupons on bottles

As the first phase in a Vosene promotional programme planned for the rest of the year, each bottle size is carrying a money-off next purchase coupon. The 60ml size offers "3p off", the 160ml "5p off" and the 300ml "10p off". The offer will be supported by a £150,000 burst of Vosene advertising on television from April to June and a special in-store display material. Proprietaries, Beecham House, West Road, Bovingdon, Bucks.

Numark's April promotion builds baby business

The next Numark promotion will run in store from April 9 to 21 and will major on many of the brand-leading baby products, with the Superbuy being Heinz baby food.

Main lines on promotion will include Heinz baby foods, Robinsons baby foods, Paddy Pads, Napisan, Infa-care, Johnsons baby powder, Johnsons baby shampoo, Tender Touch—complete range.

Supplementary lines include Nusoft luxury nappy liners, Heinz baby beaker, All Fresh baby bottom wipes, Whistling

Pops, Milupa infant foods, Panda baby pants, Nusoft feeders and Nusoft teats. Optional extras will include Settlers, Nurodol, Dinnefords gripe mixture, Kwells and Angiers junior aspirin.

Advertising for this month's promotion will appear in the following:—*Daily Mirror*, *Woman's Own*, *Weekly News*, *Daily Record*, *TV Times*, *Aberdeen Press & Journal*, *Bradford Telegraph & Argus*, and on Ulster television. ICML, 51 Boreham Road, Warminster, Wilts.



Your passport to Holland?

Extra-strong bitter from Tom Caxton

Tom Caxton is launching a new home beer-making variety—an extra-strong bitter kit called Gravity 45. When brewed, Gravity 45 (£2.45)—so named because it has a starting gravity of around 1045—is said to have a potential alcohol strength of six per cent by volume. The kit will produce 30 pints in 12 days and is as simple to make as the other established varieties in the Tom Caxton range, says the company.

The growing popularity of real ale and "strong" bitter beer emphasises the opportunities for the new variety, especially among established brewers, who now make up the majority of the market. Commenting on the launch, Oliver Johnson of Tom Caxton, says: "Gravity 45 is a very exciting and significant addition to our range of kits and we are sure its popularity will further increase our brand leadership in this growing market". Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.

Richardson Merrell testing Mila

Richardson Merrell are currently test marketing a new product called Mila in the Southern television area. Mila (£1.10) is described as a body conditioner for all-over body use. The company, who launched it into this area in September 1978 with what they describe as "a high budget television campaign", are assessing the results. Richardson Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY.

Solport prices

Solport Bros Ltd are having to amend their price list on a monthly basis because the oil situation has affected production generally and the prices of many raw materials specifically. Sales director, J. W. E. Tyler comments, "We will continue our policy of keeping prices stable wherever possible, but the situation appears to be more fluid and compels us to invoice at prices ruling on date of despatch, and we strongly advise you to await invoices before pricing up stock". Solport Bros Ltd, Portia House, Goring Street, Goring-by-sea, Worthing, West Sussex.

Mini Max

Free mini size eye make-up remover pads are available with every purchase of a Max Factor Brush Tip Lashfull mascara at £0.95, while stocks last. Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.

Complan offers consumers the best of health

A total of £5,000 worth of P&O luxury cruises can be won in a "best of health" competition to be featured on packs of Complan. First prize is a fortnight's cruise for two to the Canary Islands, with £200 spending money. Five runners-up will each win a week's cruise for two, with £100 to spend.

Competition entrants will have to place in order of importance seven factors which may be said to contribute to good health—regular eating habits, lots of fresh air, plenty of sleep, an active hobby involving exercise, balanced diet, peace of mind and healthy parents (hereditary factor). A tie-breaker involves completing the caption: "Complan gives a body the best of health because". The competition, closing date October 31, will be judged by an independent health and nutrition expert.

Over the same May to October period, packs of flavoured Complan in strawberry, chocolate and butterscotch flavours will feature a money-saving kitchen scales promotion and an offer for a free one-pint measuring jug made of polypropylene. To claim the free offer, "jug" tokens must be collected from any two



offer packs of flavoured Complan and forwarded with a completed coupon and 15p to cover postage. The kitchen scales, which weigh up to 5lbs in 1oz graduations and 2.2kg in 25g graduations, can be obtained for £4, including postage and packing. Specially designed point-of-sale material is available. *Farley Health Products Ltd, Torr Lane, Plymouth, Devon PL3 5UA.*

Braun display

Braun UK have introduced some new display material for their mains shaver, the Braun Standard. The dual voltage shaver features a long hair trimmer for beard and sideboards and an easy to operate central switch for fast, safe and convenient operation, says the company.

The display material consists of a mobile with a cut out of the shaver, a shelf display stand with a pilferage inhibitor which also acts as a consumer leaflet dispenser, a window display stand, a wall banner, a "retail clerk argumentation" card and consumer leaflets. The Braun Standard is available in a choice of navy or silver grey. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Ultima II Lotion

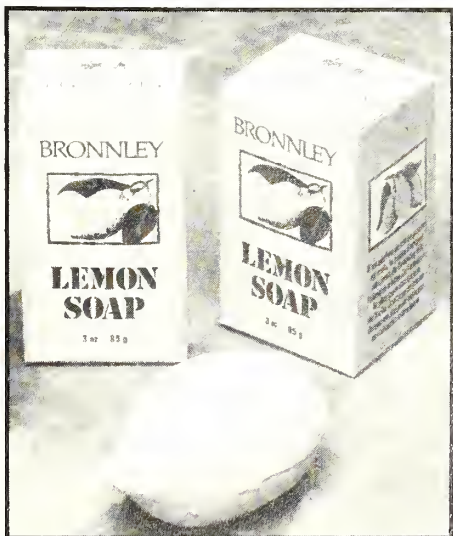
Created for women with dry and delicate skins, Ultima II's gentle cleansing lotion is described as a unique two-in-one cleanser based on a water-in-oil lotion system. This tissue-off lotion is said to be Ultima II's answer for women who have dry skin but prefer a liquid cleanser to a cream.

Ultima II gentle cleansing lotion (£6.50) is presented in the new Ultima cocoa and silver packaging in a lightweight, unbreakable bottle making it ideal for travelling, says the company. This cleanser is also said to be especially

suitable for holidays—for use on skins that have been exposed to too much sun and therefore require more gentle handling than usual. *Revlon, 86 Brook Street, London W1.*

Single lemon

A single tablet carton of Bronnley's lemon shaped, lemon fragrant soap has been introduced. Until now these have been sold crated in wooden boxes. The single tablet pack (£0.50) which now joins the range is in a cardboard pack that is designed to look like a wooden carton. *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*



Band-Aid for skateboarders

The first British amateur skateboard teams to tour the States were presented with a custom-made first aid kit by Band-Aid on the eve of their departure this week. Johnson & Johnson depict young skateboarders in action in their 1979 television campaign for Band-Aid. Said team manager Derek Robertson-Pryde: "We are very grateful to Band-Aid for meeting our request. We are not anticipating any serious accidents but we will certainly get through a lot of plasters! The sport is now growing in international stature and Johnson & Johnson's support indicates that recognition." The team will play in five American cities in its four-day challenge tour. *Johnson & Johnson Ltd, Slough, Berks.*

Philishave trade-in

Philips are repeating their Philishave trade-in offer, and are putting it on national television for the first time. From April 30, for six weeks, the £5-off promotion will feature in a new 60-second commercial based on the humorous "climber" advertisement.

The extended commercial tells viewers how, until June 9, they can trade in an old electric mains or battery shaver and get £5 off a new, three-headed Philishave. The promotion will be supported by a national Press campaign with spaces in the *Daily Mail*, *Daily Mirror*, *Daily Express*, *Sun* and *Belfast Telegraph*, beginning on April 30. Extensive point-of-sale material will be available to retailers taking part in the promotion. *Philips Electrical Ltd, City House, 420 London Road, Croydon CR9 3QR.*

Seven Seas display

Seven Seas are offering retailers the opportunity to display their products in new merchandisers. This coincides with widespread promotional activity which the company will be undertaking on three products. Orange syrup and cod liver oil, cherry flavoured cod liver oil and plain cod liver oil will be delivered pre-packed in counter display units. The packs each contain six bottles. *British Cod Liver Oils Ltd, Marfleet, Hull.*

Agfamatic 508

Agfa have introduced the Agfamatic 508 pocket camera. Features include Agfa Sensor shutter release, topflash socket with automatic shutter setting, and Color Optar (f/11), 31mm fixed lens, 1:1 (4ft to infinity). Selling price is expected to be about £12.00. *Agfa Camera Co, Brentford, Middlesex.*

COUNTERPOINTS

New Milton 2 is twice as concentrated

Richardson-Merrell have added a new product to the Milton range. Milton 2 fluid (300ml £0.57, 600ml £1.09) is said to make the sterilising of feeding equipment even easier. It is twice as concentrated as Milton fluid (two per cent sodium hypochlorite), "so you only have to use half as much at a time", says the company, adding that, "the concentration is the only thing that's changed".

The launch of Milton 2 sterilising fluid is being backed by a £250,000 advertising campaign—described as the largest ever media spend by Milton. A national television campaign will break during June and there will be insertions in women's magazines, and the specialist baby Press during August and September. *Richardson-Merrell Ltd, 20 Queensmere, Slough.*

Homy Ped now from Christy

Thomas Christy are now the sole agents in the UK for the German manufactured fashion exercise sandal known by the trade name of—Homy Ped. These sandals were previously marketed by Wilkinson Sword. There are ten styles in a wide range of sizes and shades. *Thomas Christy Ltd, North Lane Aldershot, Hants. GU12 4QP.*

PRESCRIPTION SPECIALITIES

Quinoderm Ltd have reformulated Eczederm and Eczederm with hydrocortisone 0.5 per cent creams. Potassium hydroxyquinoline sulphate has been removed and the bases reformulated. The indications for use have changed.

ECZEDERM cream

Manufacturer Quinoderm Ltd, Manchester Road, Hollinwood, Oldham, Lancashire OL8 4PB

Description Buff coloured cooling cream containing calamine 20.88 per cent, maize starch 2.09 per cent

Indications Dry scaly and wet exudative eczematous dermatoses

Administration Spread thinly over affected area up to three times daily. Use of occlusive dressings may be considered in dry scaly condition

Note Does not contain parabens compounds or lanolin

Storage In cool place

Packs 25g (£0.65 trade)

Supply restrictions GSL

Issued April 1979

ECZEDERM HYDROCORTISONE 0.5 per cent cream

Manufacturer Quinoderm Ltd

Description Buff coloured cooling cream containing calamine 20.88 per cent, maize starch 2.09 per cent, hydrocortisone 0.5 per cent

Indications As for Eczederm cream with anti-inflammatory properties

Administration Spread thinly over affected area up to three times daily in both forms of eczema

Warning Should not be used extensively (large amounts or long periods) in pregnancy. In infants long term continuous use should be avoided. Adrenal suppression can occur even without occlusion

Note Does not contain parabens compounds or lanolin

Storage In cool place

Packs 25g (£0.78 trade)

Supply restrictions Prescription Only

Issued April 1979

Cyclo-progynova 2mg

Cyclo-progynova has been renamed Cyclo-progynova 2mg. All packs despatched from April 4 carry the new name. *Schering Chemicals Ltd, Burgess Hill, West Sussex RH15 9NE.*

Dimotane change

Dimotane Elixir has been reformulated effective from April 16. The colouring ingredients tartrazine and amaranth have been removed and have been replaced with quinoline yellow resulting in a slight change in the yellow colour. There is no change in the active ingredient content. *A. H. Robins Co Ltd, Redkirk Road, Horsham, West Sussex RH13 5QP.*

Anti-fungal agent in tampon form

Janssen Pharmaceutical Ltd are introducing a tampon impregnated with the anti-fungal compound, miconazole, for treatment of vulvovaginal candidosis. The tampons are made of soft, absorbent cotton material and the tops coated with a wax base which melts inside the vagina to release the active ingredient. The tampons have a white withdrawal cord and expand widthways in a similar way to Lil-lets, having been developed by the same German company—Carl Hahn. This company and Janssen both belong to the Johnson and Johnson group.

Besides treating the infection, the tampons also absorb the irritant dis-

charge formed by breakdown of the yeast cells and prevent leakage of medication. Another benefit, according to Janssen, is that because women are already familiar with tampons this presentation removes many of the psychological problems encountered with existing treatments.

GYNO-DAKTARIN tampons

Manufacturer Janssen Pharmaceutical Ltd, Janssen House, Marlow, Bucks

Description Tampon coated with miconazole nitrate 100mg

Indications Vulvovaginal candidosis and superinfections due to Gram-positive bacteria

Administration One inserted high into the vagina, morning and evening for five days. During menstruation the tampons may have to be supplemented with other sanitary protection. The Gyno-daktarin should be inserted morning and evening, but the morning tampon should be left in as long as possible before replacement with normal sanitary protection

Contra-indications, etc As for other Gyno-daktarin preparations

Packs 10 tampons (£4.50 trade; £7.29 retail)

Supply restrictions Pharmacy only

Issued April 23, 1979

Calendar pack

Sandoz Products Ltd have introduced a calendar pack of 28 Viskaldix tablets (£6.98 trade). The pack of 30 tablets will continue to be available. *Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

ON TV NEXT WEEK

Ln—London, M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South, NE—North-east, A—Anglia, U—Ulster, We—Westward, B—Border, G—Grampian, E—Eireann, CI—Channel Island.

Alberto VO5 shampoo: All except U, E

Alberto balsam: All except U, E

Alka Seltzer: All except A

Anadin: All areas

Aspro Clear: All except U, E

Bakese: Y, NE

Crest: A

Eau Jeune Senteurs Fraiches: All except M

Eau Jeune L'Orientale: M

Head & Shoulders: Ln, M, Y, Sc, U, G

Natural Balance conditioners: All areas

Natural Balance shampoos: WW, So, We

Nomor Grey: Y, NE

Refresh: U

White Wizard: WW

Wondra: Y, NE

Reliable, Legible, Fast and Strong.

It's The New Pitney Bowes 1115 2-Line Labeller.

Every detail of the 1115 is designed for reliability and ease of use.

It's light because it's made of plastic – the same shock-resistant plastic used in safety helmets.

So it's very strong. And it's beautifully balanced. Information (up to 16 characters) is set in seconds.

Our Dialife printing bands won't stretch or come apart.

Snap-in rollers (in one or two colours) put ink on the labels and not on you.

The light trigger action gives a clear, legible imprint every time.

And our exclusive security cut label design deters price switching.

The 1115 is unbeatable value. It carries a full two year guarantee. And first class after sales service.

Pitney Bowes have the widest range of hand held and table top labelling systems available in the U.K.

Find out more about the 1115 or Pitney Bowes other labelling systems. Just send the coupon.



To Pitney Bowes Marking Systems Ltd.,
Horsecroft Road, The Pinnacles, Harlow,
Essex CM19 5BH.

Please send me details of the
Pitney Bowes 1115 ☐ Table top systems ☐

Name _____

Address _____

Tel: _____

No. of Employees 1-10 ☐ 11-20 ☐ 20+ ☐

The mark of reliability.



Pitney Bowes
Marking Systems

Tough luck,

number 2's!

With Lilia-White holding a dominant 46% share of the sanpro market, it's hard for anyone else to get a look in.

But then, Lilia-White is in every segment of the market. From looped and press-on towels to mini-pads and tampons. With more absorbencies and more pack sizes than anyone else.

We make real product advances too. Like Fancy Free, the first compact, fully-absorbent towel.

And we advertise so distinctively that we'll keep that edge over everyone else.

That's how we got to be number 1 in the first place.

We're number 1. Always.



COUNTERPOINTS

Bayer mount campaign to double sales of Autan

A national Press and magazine campaign is being mounted this summer in a bid to double sales of Autan, say Bayer UK Ltd. They believe that in a market of little or no price promotion or advertising, brand awareness is low, with availability or personal recommendation being the main factors governing sales.

In detail, the campaign features insertions in the *Sun*, *Daily Mirror* and *Daily Mail* during July and August. This will be backed up through July, August and September with a series of insertions in specialist magazines covering a wide variety of outdoor pursuits, including *Anglers Mail*, *Angling Times*, *Amateur Gardening*, *Popular Gardening*, *Climber and Rambler*, *Camping and Caravanning*, *Caravan and Gold World*. "The advertising message is simply that Autan offers the most effective and long-lasting protection against biting insects," says Ian Black, director of Bayer's consumer products group.

Autan was introduced by Bayer in 1962 and is now available in two forms—as a spray (£1.41) or in a newer stick form (£0.69)—both of which can be dis-



played in outdoors featuring the red and yellow Autan colours. Bayer UK Ltd, Consumer Products Group, Burrell Road, Haywards Heath, West Sussex, RH16 1TP.

Piz Buin two

Two self tan products are to be included in the Piz Buin sun tan preparation range which is now available throughout the UK. Piz Buin self tan is available in golden cream (45ml tube, £3.25) for the face and golden liquid (100ml bottle, £3.25) for the body and legs. The active ingredient in Piz Buin self tan is dihydroxyacetone.

Previously Piz Buin has been available in limited distribution but for this year the 14 product lines, marketed by Cologne Perfumery and distributed by Alberto-Culver Co, will receive national promotion including a major television campaign on the theme "Piz Buin means protective tanning and that means brown." Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.

Glade campaign

A spring campaign is being mounted by Johnson Wax in order they say, to further increase Glade's brand leadership in the solid section of the airfreshener market.

In-store there is a 4p-off pack for Glade solid and 3p-off pack of Glade aerosol. A national television campaign is also planned.

The company has made a moulded plastic tray, designed to hold 12 Glade solid containers in an upright position,

which will be available to retailers to "help make their shelf displays more easily manageable and eye-catching". Johnson Wax Ltd, Frimley Green, Camberley, Surrey.

Galenco sales blitz

Galenco are carrying out a "sales blitz" on their skin conditioner. Twenty-five sales girls will be visiting over 4,000 independent chemists over a four week period, taking transfer orders for the products through any wholesaler nominated by the chemist. They will be majoring on the £0.29 30ml trial size skin conditioner and a special offer giving a free 250ml Galenco moisturising bath foam with the £1.99 100ml Galenco skin conditioner. Further sales "blitzes" have been planned for May and July. Galenco Cosmetics (UK) Ltd, 6 The Broadway, Thatcham, Newbury, Berks.

Winning smile

The winner of Oral B's "beautiful smile" competition, organised by Cooper Health Products Ltd, was Judi Cook, sales assistant of Boots' Dorking branch. Judi won a Polaroid Alpha Executive S70 mark 2 camera, electronic flash and £50 of film. Twenty runners-up won Marks & Spencer £25 vouchers. The competition was for the trade only. Cooper Health Products Ltd, The Firs, Whitchurch, Aylesbury, Bucks.

New packaging for underblankets from Philips

Philips' range of preheating underblankets has been repackaged in boxes that are said to reflect the fleecy warmth and comfort of the blankets within. "The new look blanket boxes represent a milestone in packaging design: a skilful use of full-colour printing which, we feel, will convince consumers of the comforts inside," comments Steve Newbold, marketing manager Philips Electrical.

The predominantly crimson and black packaging shows the head and shoulders of a woman in deep sleep, with the words—Preheating underblanket—in "glowing" lettering. The new boxes are also designed to aid retailers, so that even when stacked like shoe-boxes, the tail-ends reveal the exact content in words, symbols and colour-coding. The "cosy glow" design is reflected in new marketing material for retailers, which includes matching display stands and crowners, counter display cards, window stickers and four-page merchandising leaflets.

Apart from cosmetic changes, Philips three top-of-the-range underblankets have been modified and now include "Safeguard" overheat protection. The additional feature means that in the unlikely event of overheating due to misuse, the Safeguard system will automatically isolate the blanket from the power supply. Philips Electrical Ltd, City House, 420 London Road, Croydon, Surrey CR9 3QR.

Vira-A supply

Parke Davis Co wish to confirm that the supply situation of Vira-A ophthalmic ointment has been resolved following a temporary shortage last summer. Parke, Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH.

Shown below are the two latest products in the Simple range (C&D, February 17, p180) skin tonic (£0.79, launch price £0.59) and gentle shampoo (£0.49, launch price £0.39)



Find out how profitable
it is to stock Kotex[®] Sylphs[®].

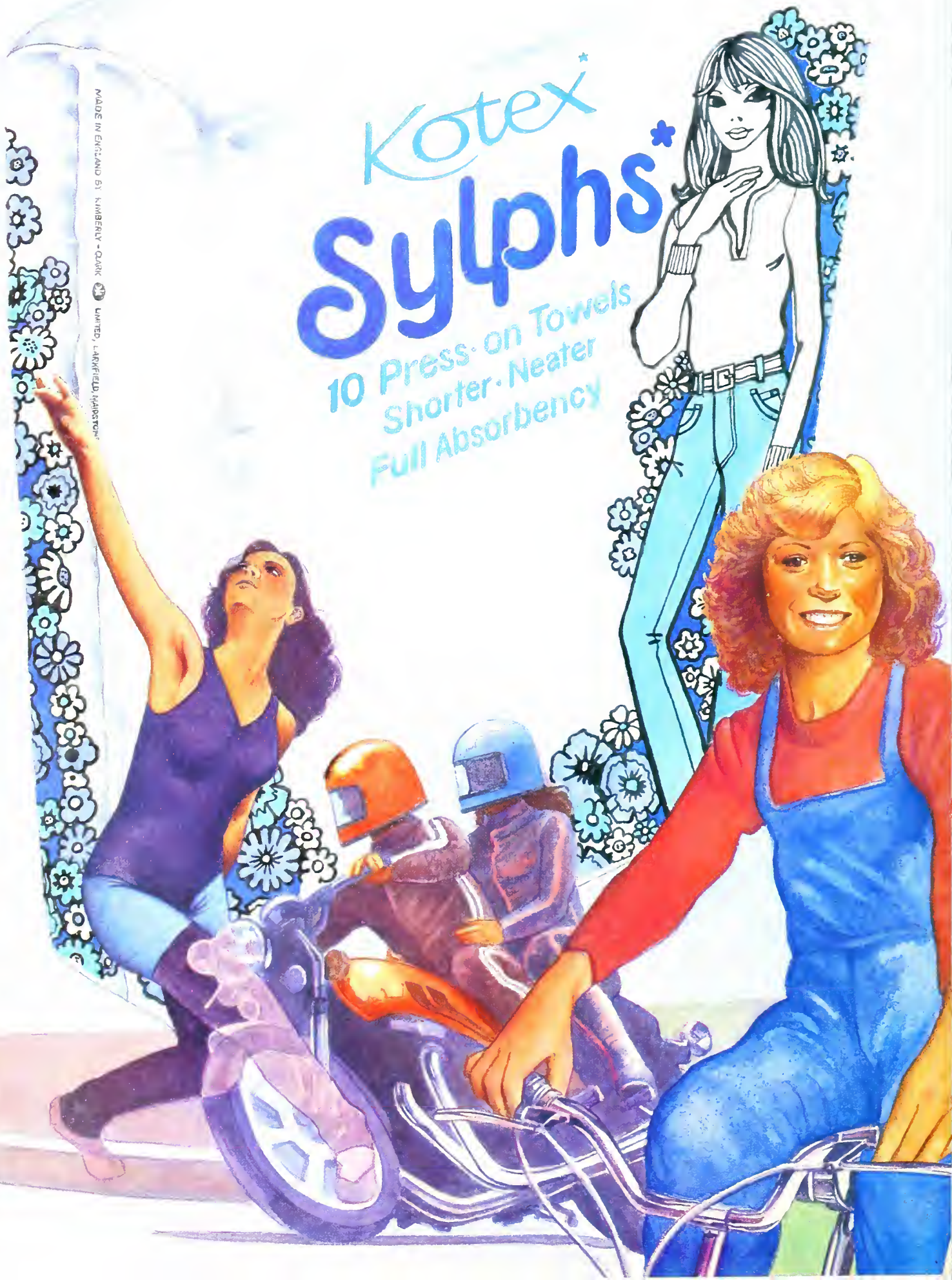


Ask your local chemist

Kotex[®] Sylphs[®]

10 Press-on Towels
Shorter · Neater
Full Absorbency

MADE IN ENGLAND BY KIMBERLY-CLARK LIMITED, LARKFIELD, KENT



Kotex^{*} Sylphs^{*} has doubled sales and its stockists' profit in the past two years.

- * Sylphs is the only full absorbency press-on towel advertised to fashion-conscious teenagers.
- * The teenage market is the fastest growing consumer group in Britain.
- * Heavyweight advertising giving 85% of teenagers 25 opportunities to see will encourage extra sales.
- * Be prepared to meet the demand. And the profits.



Here's a typical story:

I've watched Sylphs sales grow every year. My profits, too. It's helped attract more teenagers to my shop. And they always buy something else while they're here.



Stock Kotex Sylphs Now.

*Regd. trademarks Kimberly-Clark Corp. Made in England by Kimberly-Clark

Weather is the key to market prospects

The household insecticide market is currently worth around £10 million at consumer prices and is divided roughly 55:45 between aerosols and slow-release strips (evaporators) in value terms. Sales peaked in 1976 during the exceptional summer, fell back by about a third in 1977, but picked up by perhaps 10 per cent again last year—leaving the manufacturers hoping that their increasing market activity will at least partly make up for any shortcomings in the weather during 1979.

Unfortunately, the above is the limit of clearly defined statistical information upon which all manufacturers seem agreed, for this is another fiercely competitive market in which each party is prepared only to talk about the research source which shows his product in the best light. But before moving on to the brand share claims of the contestants, it is worth noting one or two other figures volunteered by some of them—that chemists have only 17 per cent of the total market, with 85-95 per cent distribution, and that only one-third of UK households use an insecticide, a fact which suggests considerable growth potential for the future.

Aerosols growth

It can also be said with authority that aerosols are doing well, with the British Aerosol Manufacturers' Association reporting insecticide fillings up 25 per cent in 1978 compared with 1977—85 million units against 68 million—but of course these figures include UK exports and cannot be taken to reflect retail sales directly.

But what of those disputed brand shares? Nielsen, Stats MR and Mintel are among the independent sources quoted, and their respective data bases may explain the differences in findings.

Temana UK claim to dominate the slow-release sector with over 60 per cent of sales—sufficient to make them overall brand-leader in insecticides. Vapona is also said to be sector leader in every retail category and the sterling brand shares in chemists for April to September 1978 are given as follows:—Vapona 49 per cent, Mafu 31 per cent, Sectovap 12 per cent, Flytox 5 per cent, all others 3 per cent.

Vapona will be supported this coming season by a national £200,000 television campaign, featuring the special "Battle of Britain" film whose theme is reflected in point-of-sale material. It is pointed out by Temana that Vapona strip has for some years met the new Government requirement, operative from January 1, 1979, that all strips designed for use in

spaces in excess of 12 cubic metres must be reclosable.

A somewhat contrary view of the market is taken by Bayer UK, who claim chemist brand leadership with 23 per cent sterling share following a highly-successful relaunch last year. However, this is excluding Boots and involves the whole range, including aerosols, which account for a greater share of Mafu sales than of Vapona's.

The Venus fly-trap spearheads Bayer's 1979 assault when one of nature's most effective fly-killers will be featured in a £500,000 national television and poster campaign. The television part of the campaign (£300,000) runs for five weeks from May 28 and is expected to be seen an average of five times by 81 per cent of all housewives.

The theme of the commercial—"Mafu fly-traps—there's no escaping them"—is followed through in a £100,000 poster campaign running from early June until the end of August, at more than 2,000 sites. These advertisements should be seen by 70 per cent of all housewives. New point-of-sale material has also been designed, with stack cards and shelf strips featuring the "fly-trap" message, as part of the below-the-line support for the range.

Commenting on the brand's first-year success, Ian Black, director of Bayer's consumer products group, says: "Mafu's performance in its first 'season' has proved what we strongly believed when we launched the product—that this was an under-developed market in which the

consumer demanded a wider choice than had hitherto been available."

Two Mafu products have now been further developed—the concentration of dichlorvos in both the four-month slow-release strip and the four-month block has been increased to give a more sustained effect. The strip, which can be either suspended or placed on a convenient surface, now has a re-scalable plastic bag enclosed in the pack, enabling the user to store it safely when it is not required. The closeable Mafu block has been re-designed to incorporate an adjustable cover which enables the user to control the release of insecticide.

Secto claim to offer the most comprehensive range of household insecticides available on the UK market. Sectovap slow-release formulations are now among the brand leaders and 1979 sees both additions and improvements to the product range.

The new Sectovap Spacesetter (£1.22), first introduced into the UK market on a test area basis in May last year, has provided a new concept in re-closeable containers. It has a fully controllable and patented vaporiser unit with a positive twist on/off action to open and close the vents. Secto claim that it will kill flies, wasps, etc. for a whole summer in an average room space of 12×12×8.5 ft. The unit hangs or stands.

In addition, Sectovap kitchen fly killer has also been modified to provide a positive re-closeable container, while Sectovap minispace, for use in small space areas—cupboards, caravans, etc.—is another product in the range which has been the subject of pack modification.

Sectovap slow-release insecticides will be supported by national Press adver-





New Sectovap Spacesetter comes in one-dozen outer display box and sells at £1.22

tising this summer, and the products are marketed to chemists by Cupal Ltd, King Street, Blackburn BB2 2DX.

Secto, who claim to have been UK aerosol pioneers in 1950, have introduced to their range a crawling insect lacquer spray, said to be effective for months against crawling insects, and, a new Secto rapid action fly killer aerosol pack.

Airwick's Fly-tox (distributors Beecham Proprieties) offers a range including two aerosols (one for flies and wasps, the other a "creepy crawly" spray), evaporators in two sizes (system 1 rooms up to 750 cu ft, system 2 rooms up to 1,500 cu ft) plus Loft Guard against woodworm—and even the insect repellent Repel tissues, described as "a particular area of opportunity for the chemist". The Fly-tox range is due to be promoted via radio advertising during the coming season, the campaign being designed to reach 4 million housewives.

Improved perfume

Reckitt Products, Floret is claimed to be the second largest brand in the aerosol sector of the market with a 22 per cent sterling share. It is a double-action fly and wasp killer which can be used as either a space spray or a knockdown spray; it may also be used in the presence of food. Reckitt's research indicated that a large number of housewives would prefer a pleasanter-smelling fly killer—the attitude that a household product has to smell bad to work (the same theory as medicine having to taste bad!) seems to be dying out. They are therefore launching a perfumed Floret this month to fulfil the need for "something which amounts to an insecticide/air freshener."

Evaporators lead in unit terms

In the air freshener market we have again been presented with an array of statistics which appear to be even more competitive than the brands themselves—and which are certainly of little help to the retailer in making stocking decisions when taken in isolation. Overall market size estimates range from £12m to £16.5m at RSP, divided roughly equally between aerosols and evaporators in value terms, but 60:40 in favour of the rapidly expanding evaporators in unit terms (only a few years ago, aerosols accounted for two-thirds of sales). Chemists are given around one-fifth of total market sales.

It was probably Airwick who opened up the whole air-freshener market in the UK with their first slow-release brand—Airwick liquid. In the early 1970s they introduced the first "solid" air freshener—Airwick solid—and complemented the range with the only two specialised lines on the market—Airwick Kitchen Fresh and Airwick Toilet Fresh.

Leader fights back

The subsequent increase of consumer interest in indoor freshening in general and in evaporator products in particular, encouraged Shell to launch Airbal in 1975 and S. C. Johnson to launch an evaporator version of their Glade aerosol in 1976. These launches resulted in significantly changed brand positions, causing Airwick to lose their previously dominant position. But since Beecham Toiletries took over the selling and marketing last year, the Airwick brands have been given a new lease of life and are now in the forefront of the evaporator segment once more. Beecham now see the all-outlet percentage shares for evaporators (Christmas 1978) as:—

Airwick solid range	26
Kitchen Fresh)	
Toilet Fresh }	8
—	—
Airwick total	34
Glade	33
Airbal	20
Racasan Fleur	10
Others	3

The Airwick recovery was achieved by arresting the decline on Kitchen and Toilet Fresh while doubling Airwick solid's brand share within a period of only six months. Beecham Toiletries are confident of continuing this increase by both consolidation of the 1978 gains and the recent launch of Stick Up.

The Stick Up concept was evolved from research which revealed that substantial numbers of consumers wanted an airfreshener capable of being easily hidden away at several points around

the home. The result was a new style of small solid evaporator in a compact reclosable container which, with the aid of its adhesive pad, can be hidden in a variety of places both within the house (i.e. kitchen, dustbin area, sitting room, toilet) or outside (i.e. car, caravan, boat). The launch is being supported by a concentrated £350,000 burst of television advertising starting on April 23 with the theme: "This is a good place for a Stick Up", together with strong in-store promotional and display activity.

Smith & Nephew, who market Airbal, say that the volume market for solid air fresheners expanded by four times between 1974 and 1978, and they believe most chemists have benefited from this tremendous growth by paying more attention to the products and allocating more space to them.

Currently sales of all solid air fresheners in chemists (including drug stores) are estimated by S&N at well over £1m per annum (but Boots probably take half this total). In independent pharmacies, the situation is very much a two horse race, with Airbal and Airwick sharing over 80 per cent of sales. In drug stores the position is much more volatile, and brand shares change rapidly depending upon which product is the one on promotion.

Advertising support

Solid air fresheners have been given heavy advertising support over the past three years, which mainly accounts for the market's rapid growth. Total advertising on all air fresheners in 1978 was £513,000, with Airbal claiming to have been the biggest spender at £207,000 (plus a further £150,000 on Breathe Easy, its sister product). S&N say this will continue through 1979 with Airbal promotional support up to £400,000 plus. Distribution of the solids in pharmacies is high, with 94 per cent of all outlets stocking one or more product.

Although there is no market or consumer reason for it to occur, a seasonality factor has begun to appear in sales of solid air fresheners. This is attributed more to the influence of Christmas trading, and consequential reduction in space given to air fresheners, than to a down turn in consumer demand during the winter period, however.

Despite the huge increase in consumer sales over the past four years, there is still a great deal of scope for further market growth, for total UK sales still only average one slow release air freshener per household per year. S&N believe

Continued on page 52

When it comes we think you competition

Because Vapona doesn't just kill flies, it kills the competition. Everywhere. Vapona Flykiller, the original slow release flykiller, fully controllable; Vapona Small Space Flykiller, for small rooms, cupboards, boats, caravans; Vapona aerosol, the superfast spray and Vapona Mothkiller, six months protection and no smells.



Vapona kills the competition on TV

And Vapona kills the competition in-store, with POS especially designed to echo the TV commercial and maximise sales.



So why should you stock Vapona? Because it's got the backing of Shell research? Because there's over £200,000 being spent on advertising this year? Because the growth rate is faster than the total market? Because it's the only flykiller brand that's been in the market for over 40 years?



mes to flies u'll find the n's undone...

And because we think you'll find when you have Vapona stocked and displayed, you'll have sales, profit and the competition buttoned up.

Vapona
kills flies all
summer long.

NEW
Controllable
holder

kills flying insects
for up to 4 months

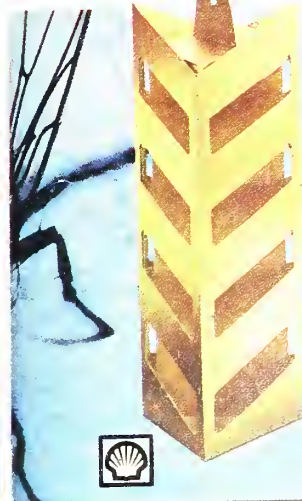
from Tabard

Vapona
flykiller

from Tabard

Vapona
small-space fly killer

kills flies and
other insects
for up to
4 months



from Tabard

Vapona
flykiller



Fly-tox takes the zzzip out of flies.



When it comes to killing flies, Fly-tox takes a lot of beating.

The flies know it, you know it and we're making sure your customers know it too. The Fly-tox message is timed to hit radio hard, nationally, reaching 4 million housewives the moment the flies start flying.

Add the extra benefit of Beecham backing and Fly-tox is set to put some zip in the market.



Fly-tox[®]

Fly-tox products are manufactured by The Airwick Company and distributed by Beecham Proprietaries and Beecham UHU, Beecham House, Great West Road, Brentford, Middlesex. Tel: 01-5605151

AIR FRESHENERS

Solid growth

Continued from p523

that Airbal is particularly well placed to capture increased share of this bigger market, with the latest (November-December 1978) figures showing a gain of 9.1 per cent in brand share in independent pharmacies and a 5.8 per cent increase for the total UK chemist market:—

Leading brand shares in chemists

	Independents		Total	
	Sept/ Oct	Nov/ Dec	Sept/ Oct	Nov/ Dec
Airbal	34.2	43.3	26.9	32.7
Airwick	58.7	50.8	48.1	47.6

A brand which relies on grocers for most of its sales is Glade, but the makers, Johnson Wax, claim brand leadership in solid air fresheners with 40 per cent sterling share in 1978, plus a 22 per cent share of the aerosols market. Glade will be supported by television advertising this spring, and Johnson Wax believe that there is significant potential for chemists to receive a greater share.

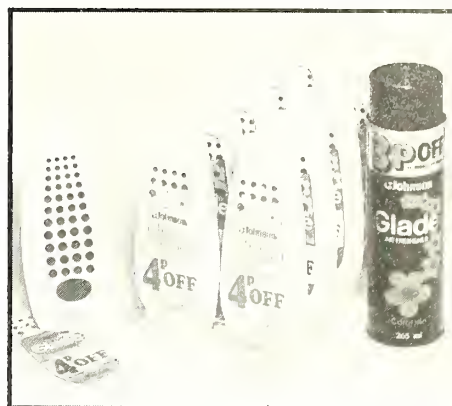
Another brand leadership claim is by Reckitt Products for Haze—this is in volume terms for the whole market and

for the aerosol sector with a 34 per cent sterling share in 1977 (independent assessment) and 36 per cent in 1978 (company assessment); volume sales were up by 15 per cent in 1978, say Reckitt. A packaging change helped boost sales at the end of the year, following research which showed that consumers wanted a more "cosmetic" pack which would blend with the decor and indicate the light, fresh nature of the product.

Growing fast

In the aerosol sector, Wizard is said by makers E. R. Howard Ltd, to be a fast growing brand with a market share of approximately 20 per cent according to latest company estimates. Wizard aerosols have recently been re-packaged in a 10oz can which has a 272ml fill—higher than competitors. All packs currently have flashed caps stating "big value 272ml". There are two new fragrances in the range, which boasts a total of nine perfumes in aerosol and six perfumes in solid form. Wizard mandarin and carnation were launched in solid and spray form at the beginning of March and there are indications that carnation will be a top seller.

Wizard air freshener is advertised on television in seven major regions through-



Current Glade solid promotion out the year. There are two 15-second commercials: one featuring rose and the other lavender. The current campaign runs until September. Display material in the form of shelf strips, television stickers and dump bins is available.

Comprehensive ranges also come from Secto and New Hygiene. Secto's Astral solid packs have recently been updated and a new development in this product area came with their Slimstick sink freshener and germicide.

Air freshener aerosol fillings were up by 40 per cent in 1978—from 25 million in 1977 to 35m—according to the British Aerosol Manufacturers' Association.



Honeypot

kills flies. Simply.

Safely. Cheaply

-And fast!



Honeypot sales are booming, and it's easy to see why...

- Real hygiene—no chemical sprays to contaminate food.
- It's cheap—at a fraction of the cost of other competitors on the market.
- It's efficient—insects stick fast and die within seconds, without scattering or spreading germs. Hang Honeypot anywhere—it's harmless to children.



Don't be caught out
ORDER NOW!

Order now from your wholesaler or contact:
**BEEPLY LTD., Benross House, Rose Lane,
 Liverpool L18 8DH. Tel: 051-724 2261 (10 lines)
 or telex 627777**

Export quotations direct from sole concessionaires and registered holders of Honeypot—BEEPLY LTD.
 A member of the Ross group of Companies.



SECTOVAP
Fly killer

BRITAIN'S GREAT INSECTICIDE RANGE FROM

Secto®

FLY KILLERS



SUPERFAST
Secto
SAFE NEAR
FOOD
FLY KILLER
NON-STAINING

‘SECTOVAP’ KITCHEN SIZE SLOW RELEASE FLY KILLER
 In attractive, fully assembled plastic holder with shutter control (Patented). For medium to smaller rooms. Lasts up to 4 months

‘SECTO’ SUPERFAST FLY KILLER AEROSOL
 In standard Super Household and Jumbo sizes. Rapid knockdown and destruction of all flying insects. Safe-near-food formula. Also full supporting range of insecticidal products for household, greenhouse and garden.

Astral

AIR FRESHENERS

Secto offer a most comprehensive range of ASTRAL quality air freshener products—aerosols, gels, blocks, car freshener units toilet and lavatory fresheners and cleaners etc. Send for details of full range of both fly killers and air fresheners to

CUPAL LTD, KING STREET, BLACKBURN BB2 2DX
 Telephone: 0254 50321

● Secto—the name for quality products ●

IN THE MAKING...



You can't see the trees . . .



. . . for the wood!



Leather uppers cut



and cut



and glued

FROM TREE

Scholl's wooden sandals are made in the Scholl factory in the Scholl village in Austria. In a six-year period nearly 30 million pairs of wooden sandals were made in the Saniped factory in Grosspetersdorf. Twenty-five thousand pairs are made each day. Most are manufactured from beech wood, either home-grown, or imported from Yugoslavia and Denmark. Only the first five metres of the tree can be used and the wood has to be cut before April or it develops a blue tinge. The required number of trees are felled therefore between November and February. More than 24,000 cubic metres of wood are needed for a year's production. Of the wood that is delivered to Saniped, Scholl use only 30 per cent to make the sandals—the rest is used to heat the factory. It takes nine months for a tree in a forest to be turned into a pair of Scholl sandals. Their output of nearly five million pairs a year represents almost 50,000 trees. After being "seasoned" in the open air for three months (1) the wood is dried in kilns. After a fortnight (2) when only nine to twelve per cent of the water content is left in



Foot-size blocks



soled, planed and stamped.

O TOE

the wood, it is then cut into blocks (3) which are then "turned". A guide within a turning machine runs around a metal model while knives follow the same pattern, cutting the wood. The machines of the early 1970s produced only one pair at a time. By 1973 there was a machine which made three pairs and there is now one which "turns" eight pairs of bases in four-and-a-half minutes.

Six people running machines within Saniped's second factory sole 7,000 pairs of sandals a day (4). Thanks to mechanisation, 50 operations of planing and stamping are now done in one. The cutting and sewing shop where the next steps are performed employs only women. They cut and glue inner bases and uppers (5,6,7,8).

Many of the staff at the Saniped factory come from across the nearby borders of Czechoslovakia, and Hungary. When the factory opened in 1970 none of these people knew anything about making shoes—they were mostly farmers. Indeed when their day at Saniped is over many still go home and tend their farms.



and glued



Uppers and soles meet to make the whole

14 April 1979



which is finally modelled to the management team

Chemist & Designer

PHILIPS

£5 OFF

a new
three headed

PHILISHAVE

when you trade in your old
electric/battery shaver.

While stocks last
OFFER CLOSES JUNE 9TH 1979

PAB 4101

A repeat of our most successful promotion ever.

Last year's trade-in offer was so successful, we're repeating it this year. With massive advertising support to sell even more Philishave.

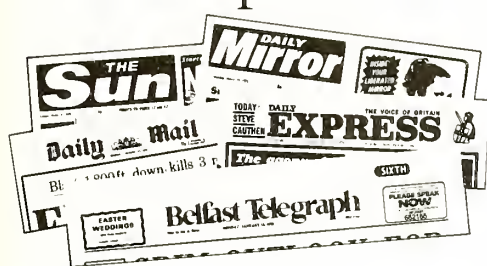


Nationwide 60 second T.V.

'Climber' our award-winning commercial has been extended to a full 60 seconds to promote the offer. For a month this will be seen by the nation six times a week.

Press and Point-of-Sale.

We'll also have big spaces in the Daily Mirror, Daily Mail, Daily Express, Sun and Belfast Telegraph, plus a wealth of point-of-sale material.

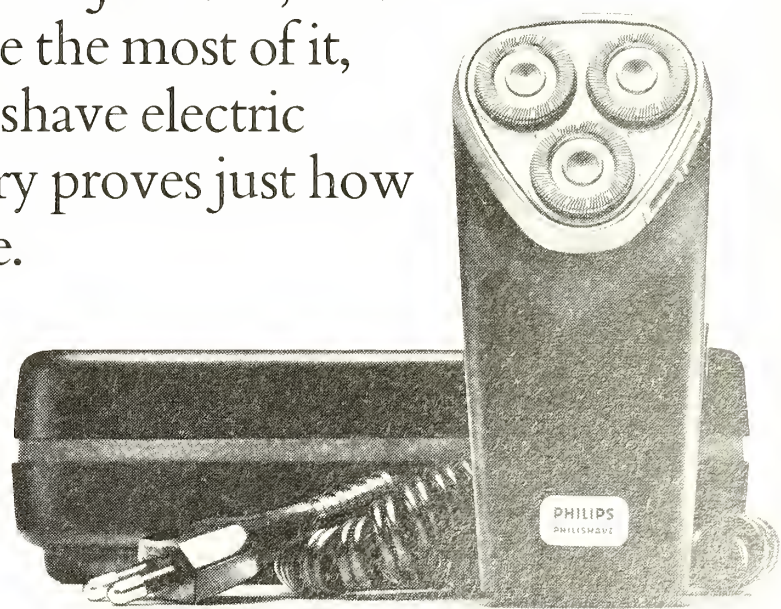


But the offer itself remains the same.

In short, a customer brings in any old mains or battery shaver in exchange for a three-headed Philishave at £5 off. You in turn get £5 off for every part-exchanged shaver sent in with your next order for three-headed Philishave.

Offer period is April 30th – June 9th, 1979.

So, if you want to make the most of it, order a good supply of Philishave electric shavers now. After all, history proves just how demanding this offer will be.



Philishave. The close shave that's a positive pleasure.

Simply years ahead





bp

Today's easy-care system for soft contact lenses.

The Burton Parsons range of soft contact lens solutions have been developed to be the most complete lens care systems available today.

Each product has received the approval of the American F.D.A. and is especially formulated to ensure unsurpassed efficiency and safety.

When you recommend BP contact lens solutions you are recommending the very best.

Further information available from Burton Parsons Chemicals (UK) Ltd., Unit No. 4, Rich Industrial Estate, Crimscott Street, London SE1. Tel: 01-231 2794.

bp for high quality
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100% GLUTEN FREE – Naturally

Also Low Sodium, Low Cholesterol and Milk Free. Some, including the Bread Mix, are even GRAIN FREE!

They carry the **UNIQUE SYMBOL SYSTEM** as well as the officially recognised Gluten-Free Symbol. So they make the ideal range to recommend to sufferers from Food Sensitivity (Allergy) including Coeliacs.

The range includes mixes to make Bread, Pasta, Cakes etc and even an instant beverage to replace Tea and Coffee.

Give your customers the **Natural Choice** in Special Diet Foods by stocking the range.

There are also supplements of vitamins prepared to guarantee they meet the dietary rules too.

Ask your wholesaler for details or, in case of difficulty contact:—



Larkhall Laboratories (Dept CD), 225 Putney Bridge Road, London SW15 2PY

Sherry, steamships and salamanders

Subjects in the past, present and future were discussed at the spring conference of the British Society for The History of Pharmacy held at Bristol University last weekend. The first visit on Friday night was to the cellars of John Harvey and Sons Ltd where members were shown the museum with its wall panels depicting the sources. They also saw various stages in the production of wines, collections of wine glasses and silver wine labels, and a film dealing with sherry. Mr J. W. H. Cummings then gave a talk on various sherries and their characteristics. Members were able to sample three types.

"The decline of the apothecary in Bristol" was the first paper on Saturday morning, given by Mr F. H. Rawlings. It was an eye witness account by Robert Smith junior, a surgeon at Bristol Infirmary, 1796-1843, contained in the Memoirs of the Infirmary, fourteen large leather bound volumes of manuscripts cuttings and biographies of persons connected with the Infirmary during 1735-1842. During 1793, Bristol had 35 apothecaries and 20 surgeons; among the latter there were eight or ten who considered it *infra dig* to put "apothecary" on their doors.

Door sign

Robert Smith commenced business in 1795 and was elected surgeon to the Infirmary "in 1796 and 1797 . . . I had painted 'Smith Surgeon and Apothecary' on my back door in Lamb Street, the front one of No 17 in College Street had only 'Smith Surgeon'". The memoirs refer to many apothecaries including a Mr Broderip—who "actually visited and prescribed for 70 patients in one day". During 1796 Broderip "did business to the amount of £5,993—of this £1,957 was never recovered . . ." The next year totalled £6,085 but the bad debts were £2,263. In 1798 the business was £6,931

with £2,263 unrecovered; in 1799 the figures were £6,845 and £2,263. Thus the profits for the year 1796 were £4,036, for 1797 £3,822, 1798 £4,668 and 1799 £4,582. Smith wrote that in 1830 he did not think that more than one—perhaps two practitioners in Bristol or Clifton made "half that money".

About the year 1805, physicians began to inform their patients that there was no need to pay an apothecary "if a physician were alone employed he would have no inducement to order such loads of apothecary's stuff". Many families tried the experiment and found the physician giving a much cheaper as well as a better commodity than the apothecary. The apothecaries found that business "slip from their fingers".

Dispensing druggists

The memoirs also refer to the growth of the dispensing druggists. A number in the area are mentioned including a Mr Jackson, 23 Wine Street, who opened a "splendid shop" with large and elegantly painted glass jars in the windows. Jackson had apprentices and shopmen who imitated his example and "Dispensing Establishments" began to multiply everywhere. The apothecary "became more and more eclipsed". Mr Broderip felt the changes more severely each year and "about 1814," wrote Robert Smith Junior, "it was pretty generally buzzed about that 'Belly B' was necessitous". Later he records that Broderip was borrowing money, had sold his shop in Princess Street "as it did not pay its own rent". Broderip died "in about 1824".

A proposed history of pharmacy exhibition at the Corinium Museum, Cirencester during the summer of 1980 was discussed. Mr Elliott, Cirencester, said he had approached the curator, David Viner who supported the idea and had agreed to act as chairman of

a committee for the project. It had been stipulated that sufficient money—about £2,500—should be available by March 1979 to guarantee costs for transport, insurance expenses and advertising. David Viner gave an illustrated talk on the museum and the environment in which the exhibition would be held and Dr W. R. L. Brown, chairman, Cheltenham Branch, Pharmaceutical Society, led a discussion and asked for suggestions, help and advice from the committee. A special appeal was made for information concerning old pharmacy fittings which might be available, sources of finance and exhibits.

Miss J. Chapel, art historian, presented a paper "Thomas Holloway—a Victorian Patron". She showed slides of paintings collected by Holloway, many of which are at the Holloway Sanatorium and the Holloway College.

Following the dinner on Saturday evening Captain W. D. S. White, RN (Ltd) spoke on the history of the SS Great Britain, one of the most significant ships in Britain's maritime history. Built by Brunel, she was the first large ocean-going, iron hulled, propeller-driven vessel and thus was the forerunner of all modern ships. He referred to the salvaging of the vessel and the project to restore the ship's outward appearance to that of Brunel's design and below decks enough of the public rooms, accommodation and crew's quarters to show what life was like on board. The ship is perched at the Great Western Dock, Bristol. It is the concern of a charity called SS Great Britain Project Ltd.

Pharmaceutical education

The first paper on Sunday morning was given by Professor D. A. Norton, University of Bath. He reviewed "Pharmaceutical Education in the West of England—Bath and Bristol Schools of Pharmacy—Personalities and Places 1907-1979".

Before dealing with his subject Professor Norton presented to Miss A. Hutton, president of the Society, a copy of a book Notes on the Apothecaries of Bath by Warren Derry.

Continued on p534

The picture on the right shows Professor D. A. Norton presenting to Miss D. A. Hutton, president of British Society for the History of Pharmacy, a copy of Notes on the Apothecaries of Bath by W. Derry. On the left, and from left to right, Professor P. F. Holt, Mrs M. H. Phillips and Miss D. A. Hutton, president, relax during the morning coffee break



Pharmacy education

Continued from p533

The early organised structure of pharmaceutical education rested primarily upon private colleges providing part-time and correspondence tuition in the pharmaceutical sciences. In 1907, David John Cleveland and a Mr J. W. Sampson founded at No 6 Cleveland Place East, the Bath and West of England College of Chemistry and Pharmacy. Until the end of the 1914-18 war it appears that the college was rarely hard pressed to cope with its student numbers. However the requirement of the retraining of ex servicemen provided student numbers so large that premises were expanded by purchasing the adjoining house.

School transfer

In the early 1920s changes in the Pharmaceutical Society's examination into two parts came about and the new curriculum required more lectures and equipment the college could not meet. A transfer to the Merchant Venturers Technical College in Bristol was arranged in 1929. D. J. Williams became head of the new school of pharmacy and continued until 1946. William Cooper was appointed to succeed D. J. Williams as head of school.

Following the 1944 Education Act the Society of Merchant Venturers decided to give up control of the technical college and in September 1949 it was transferred to Bristol Education Authority, which had then to meet the costs of the Pharmaceutical Society's requirements for the recognition of the Pharmaceutical Chemist Qualifying Course which from 1950 involved a two year full-time course. In 1958 three-year courses were necessary. William Cooper retired at the end of the 1955 session to be succeeded by the author of the paper.

Professor Norton referred to the planning arguments resulting from the need for expansion when in September 1960 Bristol College of Technology was designated as a college of advanced technology providing courses to degree level and also engaging in research.

Bristol College of Science and Technology acquired King's Weston House and its grounds with potential for expansion. The proposed development of the site was criticised as "altering the character of the area" and there was considerable division of opinion among Bristol planners. Other sites were considered, the Minister of Education was involved but finally it was decided to develop the Claverton Down site in Bath where the school of pharmacy is now situated at the north west corner of the complex.

"The Salamander and Salamander book" was the title of Professor P. F. Holt's paper in which he traced the earlier ideas on the habits of salamanders.

He began by referring to an observation by Thomas Hearne in 1716 that salamanders could live in fire, they did not extinguish the fire and that they were "rank poison". The belief that the salamander is poisonous was very old. Pliny (AD 23-79) in his *Natural History* wrote that the salamander could kill "whole tribes unawares . . . for if it has crawled into a tree it infects with its venom all the fruit . . ."

Aelian (AD 170-230) said that whenever a pig eats a salamander the pig is unaffected but kills all those who taste its flesh. Professor Holt suggested that the salamander had been the scapegoat for those natural disasters that occurred from time to time. Perhaps when a well was contaminated by typhoid bacilli it would be regarded as polluted by a salamander.

Aristotle (BC 347-322) had spoken of the salamander's ability to put out fires. In the 17th century salamander charms were carried at sea as protection against fire. More than a century after Aelian, Saint Augustin (AD 354-430) wrote about the salamander, but his animal lived in the fire and enjoyed it. By 1730 the traditional salamander was dead. The *Dictionarium Britannicum* of that date simply said "Salamander, a spotted creature resembling a lizard in shape, commonly, but erroneously, supposed to breed and subsist in the hottest fire, and to quench it".

Alternative meaning

During the Middle Ages and later, the word salamander had an additional meaning. It referred to the mineral we now call asbestos. It was widely believed that asbestos was the skin, the hair, the feathers or the wool of a salamander, which animal was variously a lizard, a crocodile, a rat, a bird, a sheep or worm. Asbestos was called salamander, salamander skin, salamander's wool.



No, this is not a fashionably old-fashioned pharmacy! It is a special area at Harvey Nichols in Knightsbridge, London, devoted exclusively to Crabtree & Evelyn. The walls of the department are lined with old-style apothecary chests

salamander's feathers, wings, down or hair.

In the final paper Mrs M. H. Phillips discussed "some Quaker Apothecaries". One of the best known of Bristol Quakers was Joseph Fry, founder of the Bristol cocoa and chocolate industry. He practised medicine in Bristol but changed to the manufacture of chocolate which he had prescribed as a dietary item. He was also a partner in a soap boiling firm which eventually became Lever Bros. He was also interested in type-founding and Mrs Phillips stressed the close association in the manufacture of pottery and porcelain. The early Quakers, "Friends" were disowned for "marrying out" of the Society which was consequently very closely knit, with much inter-marriage.

Mrs Phillips traced the connection between Joseph Fry, William Cookworthy, Sylvanus Bevan and Benjamin Balkwill.

Officers

During the annual general meeting of the society Miss D. A. Hutton and Messrs J. C. Bloomfield, A.G.M. Madge and Dr T. D. Whittet were re-elected to the committee. Mr D. C. Harrod and Mr G. R. A. Short were re-elected auditors. It was also announced that the spring conference in 1980 is to be held in Bradford, March 28-30.

Creative awards

"The Women's Magazine Advertising Creative Awards 1979 is the first scheme to focus exclusively on the unique challenge presented by the medium—and the first to honour those whose campaigns are meeting the challenge with outstanding creativity," comments Frank Farmer, advertisement director of IPC women's magazines who are sponsoring the awards in conjunction with the Advertising Creative Circle.

There will be sculpted trophies for permanent retention by the winners. The top prize for the best campaign of the year is a six-day holiday for four in New York—by Concorde—for the winning agency team and their wives, husbands or friends. Other prizes include solid gold and inscribed Parker 61s as well as crates and magnums of Champagne.

Awards will be given in seven product categories: food and drink; fashion and clothing; beauty and toiletries; consumer durables (including furniture, cars, toys); pharmaceuticals and household stores; Government and institutional; retail/mail order/holidays. There will also be a Special Award for outstanding merit and a Young Creative Award.

Any campaign published in any women's magazine between January 1 and December 31, 1979, will be eligible for entry. The fee is £5—and the proceeds go to the Leukaemia Research Fund. Details are available from the secretary, Women's Magazine Advertising Creative Awards 1979, Room 0736, Kings Reach Tower, Stamford Street, London SE1 9LS.



Put your finger on a lot more profit.

Lee Nails are the biggest selling cosmetic nails in the U.S.A.

And not surprisingly.

They're very simple to use and look so natural, you don't even have to paint them.

Now they're being launched in Britain with a national advertising campaign starting this Spring.

**National colour advertising in
Cosmopolitan, Woman's World,
Woman's Own & Girl About Town.**

Already Lee Nails have been a tremendous success in the big London stores. Now with national advertising they'll be seen by 5 million women and be in demand throughout the country.

**Lee Nails counter unit takes up
only 2sq.ft.**

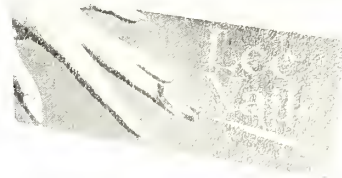
Lee Nails representatives will be visiting your shop soon with a special introductory offer.

They'll show you that the Lee Nails sales display unit takes up only 2 sq. ft. of counter space.

So consider this. With all those women wanting to get their hands on Lee Nails, 2 sq. ft. of counter space could put your fingers on a lot more profit.

**Lee
Nails**

The ones that really work.



For further information contact: Original Address, 29 Smith Street, London SW 5. Telephone 01 752 1502.

Largactil—25 years of use

by C. R. Day, FPS*

February 1954 is a significant date in the history of British medicine, as it marks the commercial introduction of the first effective antipsychotic agent, Largactil.

The story of the development and introduction of chlorpromazine into medicine is a fascinating, but involved saga of research. As long ago as 1883 the German chemist Bernthsen prepared the tricyclic compound phenothiazine, a substance that became of considerable importance in the synthetic dye industry. In 1934 phenothiazine was found to have a marked toxic action against the mosquito larva, and four years later it was used in veterinary practice as an ascari-

cide in pigs but had too great toxicity for human use.

Somewhat earlier the dye methylene blue, which is chemically related to phenothiazine, had been shown to possess a degree of antimalarial action. This observation led to the synthesis of a number of compounds based on the methylene blue structure and also to a series of aminated phenothiazine derivatives, the latter substances being isolated independently by French and American chemists who, because of the exigencies of war, were ignorant of each other's work.

None of the products prepared by either group had any significant anti-

parasitic activity but, fortunately, workers in the laboratories of Rhône-Poulenc, situated near Paris, undertook a systematic study of their pharmacological actions. This resulted in the discovery that certain of the aminated phenothiazine compounds possessed an important antihistamine activity. Then, further structurally related compounds were prepared by Charpentier, one of which, designated 3277RP, later known as promethazine (Phenergan), was found to possess remarkable antihistamine properties. Clinically Phenergan was shown to be an antihistaminic of considerable therapeutic value but its action was often accompanied by what was termed a "troublesome" somnifacient side effect by the early investigators.

Parallel with this development pharmacologists had discovered that another of the aminated phenothiazines, 2987RP (diethazine, Diparcol) had effects in laboratory animals which led to its successful clinical use in the management of paralysis agitans or Parkinson's disease. Diethazine had only a weak antihistamine action but in Parkinsonian victims seemed to induce an euphoric state besides controlling their physical symptoms.

Two actions

It now became the objective of the Rhône-Poulenc research team to marry the two central actions, namely, the somnifacient effect of promethazine and the euphoric action of diethazine into one substance, irrespective of the final product having any antihistamine activity. At this time, another important factor having influence on the investigation was the report of the French surgeon Henri Laborit that the aminated phenothiazines, especially promethazine, had a marked beneficial effect on the prevention of surgical shock and post-operative complications.

Charpentier now set about the synthesis of further phenothiazine derivatives; amongst these was a chlorophenothiazine to which he had the idea of attaching a lateral chain similar to that already present on another phenothiazine compound (3276RP) which had potent local analgesic activity but only minor antihistamine action. On December 11 1950, he sent the first sample of compound 4560RP, later known as chlorpromazine, for pharmacological assay.

In the laboratory of Mme S. Courvoisier, the new compound quickly showed exceptional activity with regard to central effects—significantly potentiating the action of general anaesthetics, hypnotics and analgesics; it was also a most effective antiemetic substance.

**From an article in the current edition of M&B Pharmaceutical Bulletin*

Non-ergotamine Migrave is the one anti-migraine specific you may sell over the counter

Sales (and prescriptions)
are still rapidly rising.
So check your stocks now.

Over half a million
prescriptions for
Migrave speak for
themselves.

Migrave NON-ERGOTAMINE [®]



International Laboratories Ltd. Lincoln Way, Windmill Road, Sunbury-on-Thames, TW16 7HN.



Additionally, 4560RP possessed ganglioplegic and sympatholytic properties but was virtually without antihistamine activity. As the new drug successfully passed the tests for acute and chronic toxicity it was decided to subject it to "clinical pharmacology" trials in order to determine its range of therapeutic uses and tolerance/toxicity doses.

Primarily, chlorpromazine was considered to be an agent for the potentiation of anaesthetics, analgesics and hypnotics, but it rapidly became obvious that a more major application was in the treatment of psychotic states.

Early trials

The surgeon, Laborit, had collaborated with a progressive anaesthetist, Pierre Huguenard, on methods of inducing artificial hibernation to reduce the occurrence and dangers of surgical shock by means of what they termed the "lytic cocktail". The prime component of this was promethazine, supplemented by diethazine and procaine, which partly reduced both temperature and metabolic rate, thus potentiating the action of anaesthetics, while they reasoned that the cocktail would also increase the metabolic lowering of hypothermia.

The cocktail was also considered to stabilise the autonomic system and so protect the body against the shock of hypothermia which itself causes an increased metabolic rate and increased oxygen consumption. Laborit and Huguenard's method of inducing artificial hibernation was to stabilise the autonomic system by means of the lytic cocktail and then to lower the body temperature with ice packed around the patient. This procedure is based on the temporary loss of the homeostatic equilibrium of the body analogous to that of hibernating animals.

The complexity of the lytic cocktail was realised by Laborit who became eager to try chlorpromazine as soon as the pharmacological data on it became available—it seemed to be just the type of single, multiple action drug he required, but he continued to use promethazine and diethazine as well as chlorpromazine, with light anaesthesia consisting simply of nitrous oxide and oxygen.

An important observation that was to influence the future use of chlorpromazine in the field of psychiatry, was that 50 to 100mg intravenously did not produce loss of consciousness or psychic modification, but only sleepiness and a "disinterestedness" on the part of the patient in the proceedings going on around him. These actions are what today would be termed ataractic effects.

Following the publication of Laborit's work and by means of his personal contacts with psychiatric associates, chlorpromazine quickly became studied against a wide spectrum of neuropsychiatric states; quite early it became obvious that French psychiatrists were finding the drug most effective in the treatment of manic and other forms of severe agitation. The most favoured

method of use was prolonged, continuous administration of chlorpromazine alone, a marked departure from its application as a potentiator of other drugs, for example, anaesthetic and hypnotic agents. The credit for establishing this as the most valuable psychiatric use must go to Delay and Deniker who between May and October 1952 produced no less than six reports on their initial trials of the drug in a Paris psychiatric centre.

Further confirmatory publications continued to appear from other French workers and it was eventually decided to market chlorpromazine in France in November 1952 under the trade name Largactil (chosen because of the drug's "large activity").

First British report

Meanwhile, clinical trial samples of the compound had been distributed to May & Baker in England, and to associated or interested parties in Italy, Germany, Austria, Switzerland, United States and other countries, where clinical trials were instigated. Among British psychiatrists, Dr Anton-Stephens of Warley Hospital, Brentwood, Essex, provided the first published report in the *Journal of Mental Science*, December 13, 1953. The most important responses in psychiatric cases found by Anton-Stephens were, like others, somnolence and psychic indifference. In schizophrenic and manic excitement chlorpromazine brought about a reduction of disturbed behaviour and the author was impressed with the ease such states could be brought under control.

The second British report on chlorpromazine came from Dr Joel Elkes and his wife who used the new drug in a controlled trial in which patients served as their own controls being given chlorpromazine and a placebo alternately. The trial was arranged at Winson Green Mental Hospital, Birmingham. Twenty-seven patients were selected, not according to diagnostic category but solely on the strength of the overactivity exhibited in a group of chronic psychotics; seven were definitely improved by the drug, eleven somewhat improved and nine not affected. It was probably the first time that any chronic psychotic patients had improved sufficiently under drug therapy to become more useful members of a mental hospital society.

Soon enthusiastic and confirmatory reports began to appear from the United States, Canada, Italy, Austria, Germany and Switzerland. The important decision to launch Largactil in the UK was made and the drug first became available generally here in February 1954. Three months later it was marketed in the United States under the brand name Thorazine.

In most western countries the treatment of mental disease states with chlorpromazine was rapid and profound; it has been estimated that in America alone chlorpromazine had been given to two million patients within eight months of its commercial introduction. Other antipsychotic agents now began to

appear, amongst them reserpine, and new terms came into the psychiatrists' vocabulary such as "ataractic drugs" and "major and minor tranquillisers."

Meanwhile the widespread use of chlorpromazine was exerting a striking impact on the populations of mental hospitals where many chronic schizophrenics and others who had been condemned to a lifelong existence in "back" wards improved so much as to allow their discharge to a relatively normal life.

Largactil in anaesthetic practice

In the field of anaesthesia, chlorpromazine was being used with good effect by French military surgeons in Indo-China. However, in Britain anaesthetists received the new substance with some degree of scepticism, as they had already achieved a high level of success by means of "balanced anaesthesia", consisting of pethidine to prevent pain, curare-like drugs to produce total muscle relaxation, together with nitrous oxide and oxygen to render the patient unconscious. This method had been proved highly effective in, amongst other procedures, open heart surgery.

In these circumstances British anaesthetists did not readily accept a method introduced from the Continent, where, for some years, they had looked askance at some of the techniques being used. Nevertheless the lytic cocktail was well received in some quarters but, due to changing fashions, it is less used today. Chlorpromazine retains a place in anaesthetic practice as a premedicant, to allay anxiety during minor operative procedures and as a post-operative antiemetic.

General medicine

Largactil has an established place in general medicine where it is used to control agitation in acutely anxious patients, for example, alcoholics, senile cases, and children with behaviour disorders; to relieve suffering due to pain in terminal illnesses and in others who might require excessively large doses of narcotic analgesics; to prevent and treat severe nausea and vomiting; and to relieve severe emotional stress in patients for whom milder sedatives are inadequate.

Psychiatric medicine

The outstanding clinical success of Largactil in psychiatric medicine provoked a massive search for further compounds with antipsychotic activity. Some potent substances have been discovered and it has also been demonstrated that the phenothiazine nucleus is not an essential for antipsychotic activity, thus the tricyclic thioanthene ring has provided several important additions to the psychiatrists' armamentarium. Despite the large scale search however, chlorpromazine has proved more effective than any other substance has proved more effective than chlorpromazine, and it remains to the present day the standard by which all other neuroleptics are measured and compared.

COMPANY NEWS

Laporte acquire more shares in Ward Blenkinsop

Laporte will make a conditional offer for all the issued 2,000,000 ordinary shares of Ward Blenkinsop Ltd, other than the 240,000 ordinary shares already owned by Laporte, at £5.50 per share.

The offer, worth £9.68 million, will be in cash with a loan note alternative. There may also, at the option of Laporte, be a form of share alternative. Holders of the 974,618 ordinary shares of Ward Blenkinsop have irrevocably agreed to accept the offer, and these holdings, together with the shares already owned by Laporte, represent over 60 per cent of the ordinary share capital of Ward Blenkinsop.

Laporte will also be making a conditional cash offer of 60p per share for all the issued 90,000 3.5 per cent preference shares of Ward Blenkinsop. Laporte believe they can provide Ward Blenkinsop with the resources needed to develop their business further.

Glaxo new products not yet contributing

Glaxo Holdings pretax profits dropped by £3.76 million to £36.5m for the six months to December 31, 1978. Sales were £15.8m up at £268.2m compared to the same period of 1977. Vestric turnover increased by 11 per cent to £80.5m. Glaxo group sales, excluding Vestric wholesaling, were 4½ per cent ahead at £197m with overseas up 4 per cent at £154m, and UK advanced by 6 per cent to £43m.

The directors say the modest rise in group sales and trading profit indicates that new products such as Trandate and Zinacef are not yet contributing significantly. Trandate is expected to become one of the most important and profitable Glaxo products. Changes in foreign exchange rates continued to put pressure on export profit margins and reduced sterling value of overseas sales. In the meantime the company is strengthening its manufacturing and research resources for future expansion.

Remington form new company

Following the sale of the Remington Division by Sperry Rand on February 27 1979, a new company called Remington Consumer Products Ltd has been formed by Mr Victor K. Kiam. This new organisation, which encompasses all European and overseas operations with the exception of North and South America, will be based at the company's present headquarters at Apex Tower, New Malden, Surrey.

The managing director of the new

company is Charles J. Carter, who was director of marketing—Europe in the previous organisation. The remainder of the previous management team remains unchanged.

Favourable exports for Bayer

Bayer AG, Leverkusen, achieved sales of DM 9,972 million in 1978 (DM 9,931m the previous year), an increase of 0.4 per cent. Domestic sales amounted to DM 4,068m (4,221m) and export sales to DM 5,904m (5,710m). The share of exports in total sales therefore rose to 59.2 (57.5) per cent. In the fourth quarter, exports increased by 7 per cent to DM 1,452m.

For Bayer World, sales during the last quarter of 1978 rose by 7.4 per cent to DM 5,574m (5,190m), bringing the figure for the year to DM 22,836m (21,392m), an increase of 6.8 per cent.

Worldwide increase for Du Pont

Du Pont sales and earnings increased substantially in all geographic regions, according to the company's 1978 annual report.

For Europe, Middle East and Africa, sales grew 24 per cent to \$1.58 billion and earnings nearly doubled. Consolidated international sales and earnings showed gains of 19 and 84 per cent respectively. Worldwide sales increased 12 per cent to \$10.58 billion and net income grew 44 per cent to \$787 million. Chemicals, plastics and specialty products continued to make up two-thirds of the company's sales, with textile fibres the remaining third. The specialty products operations remained the most profitable, with strong performances by agricultural chemicals and electronic, medical and photographic products.

Briefly

Reckitt & Colman Ltd have signed a letter of intent with Boehringer-Mannheim GmbH for the development of Reckitt & Colman pharmaceutical products in West Germany.

Mr C. J. Abbott, marketing director of **Vitabiotics Ltd** is to be the deputy leader for a trade mission visiting Hong Kong, Korea and Taiwan, sponsored by the Westminster Chamber of Commerce from April 23 to May 10.

Solport Bros Ltd have opened a new warehouse next to their head office and factory at Goring-by-Sea. The 10,000 sq ft building is for storage and despatch of finished goods and will house both sports' goods and chemists' sundries.

Mr J. R. Fletcher has joined **Mr H. T. Christian** in partnership. Both pharmacies, at Toton and Nottingham, will be known as **Christian and Fletcher**. Mr Fletcher was manager of Mr Christian's Toton pharmacy.

APPOINTMENTS

Albion Soap Co. Ltd: David Castelete has been appointed special accounts manager.

Hanimex (UK) Ltd: Alan Comer and Peter Simmons are now responsible for sales in the Channel Islands in addition to their existing territories.

Albright & Wilson Ltd: Mr K. A. Ward has been appointed deputy managing director, finance and administration and Mr C. A. E. Anderson, deputy managing director, operations.

Ronson Products Ltd: Mr Duncan Crook has been appointed sales representative, responsible for shavers, toothbrushes and blowtorches, in Dorset, south Wales, west Midlands, Wiltshire and the west country.

3M United Kingdom Ltd: Mr G. J. Markham has been appointed general marketing manager, medical products. He will have overall responsibility for medical and dental products markets.

Syntex Pharmaceuticals Ltd: Mr Brendan Fowlston has been appointed commercial affairs manager, Mr Paul Turner, market research manager and Mr Mike Eglin, operations manager at the company's production plant at Iver.

Edwin Burgess Ltd: Mr David H. Boyes has been appointed sales manager with overall responsibility for the company's new sales force. Mr Boyes was formerly peripatetic deputy area manager with EBL's parent company, **Leo Laboratories Ltd**.

E. Merck Ltd: Dr M. K. Flood has joined the company from Pfizer Europe. He will be developing and directing the enlarged medical department. Mr J. A. Desty has been appointed as associate clinical manager in the medical department. He was formerly with BDH Pharmaceuticals Ltd.

New Era Laboratories Ltd: Susan Dear has been appointed representative in a newly-created territory in West Lancashire. Neil Dougherty of J. Dougherty Ltd has been appointed agent in northern Ireland. Supplies of New Era products will be held at that company's warehouse in co Londonderry.

Merck Sharp & Dohme Ltd: Mr Geoff Rosser has been appointed administration director. Mr Rosser was formerly operations director. Mr Edward E. Hart has been appointed administration services manager. He was formerly communications manager. Ms Helen J. Wright has been appointed public relations officer.

Sangers Ltd: Mr John Phillips has been appointed promotions manager as part of the re-organisation of their commercial department. For the past two years Mr Phillips has held a similar position with Westons Chemists, and latterly was closely involved with the Enterprise symbol group. Two new merchandise managers are Mr John Mason and Mr Peter MacFarlane.

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist,
25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

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N2—LEICESTER—Suburban Business—turnover £55,000 (1977) profits £10,000 to owner/manager. Dispenses approximately 2,000 prescriptions per month. Property for sale or will grant lease. Total capital requirement including freehold £30,000 including stock £12,000.

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We are not retained by any one chain, group or individual to look for businesses for them. So vendors can consult us in the certainty that their interests will be paramount.

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& CO
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NOTICE

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APPOINTMENTS

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LONDON S.E.1

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PHARMACY TECHNICIANS

Opportunity to join a team of young technicians based at Tooting Bec Hospital, SW17. One post involves duties at Tooting and Royal Eye Hospital and the other involves duties at South Western and St. Thomas' Hospital. Additional travelling expenses are refunded. For further information and informal visit phone T. Z. Carrasco, Principal Pharmacist 672 9933 Ext. 319.

PHARMACISTS AND PHARMACY TECHNICIANS

There are opportunities for PART-TIME staff to work in this Teaching District. Hours can be arranged to suit your circumstances. For further information phone K. C. Stead, Area Pharmaceutical Officer, 928 9292 Ext. 2369.

For job description and application form specifying the post in which you are interested write to or telephone Ms. J. Frost, Personnel Officer, St. Thomas' Hospital, London SE1 7EH. Telephone (01) 928 9292 Ext. 2779.

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APPOINTMENTS

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APPOINTMENTS

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For further information please telephone Mrs. S. J. Foster, Principal Pharmacist, on: 01-672 9911 Ext. 4.

Application form and job description from the Personnel Department, Springfield Hospital, 61 Glenburnie Road, London SW17. Tel: 01-672 9911 Ext. 11 or 113.

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For further details and an informal visit to the Department, contact Mrs. S. J. Foster, Principal Pharmacist, Springfield Hospital. Tel: 01-672 9911.

For an application form and job description, contact the Personnel Department, Springfield Hospital, 61 Glenburnie Road, London, SW17. Tel: 01-672 9911 Ext. 11 or 113.

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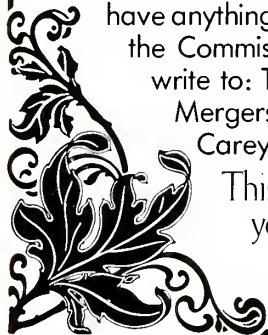
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